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VOL. CLVII

NEW YORK, OCTOBER 8, 1931

No. 2

How Educator Food Increased Volume 44 Per Cent This Year

It Set Out to Produce Something Entirely New and Different—Hammered Wheat Thinsies, the Result, Have Stimulated Both Sales and Profits

Based on an Interview by Henry Burwen with

E. Fred Cullen

President, Johnson Educator Food Company

IF there is one thing more certain about a depression than any other, it is this: If you want to counteract it you must do something different from what you have been doing before.

This leads us to the story of what E. Fred Cullen, president of the Johnson Educator Food Company, has been doing, for he is one outstanding example of a man who has been doing something different, doing it to such a startling extent that his business this year is 44 per cent ahead of 1930 and shows more profit than any other year in its history. Since January of this year he has increased the number of his employees by 33 per cent, and has increased plant machinery capacity by 150 per cent in anticipation of a further 100 per cent increase in business for the coming year.

The germ of an idea, dormant in Mr. Cullen's mind for fourteen years, resulted in a new product that became an overnight sensation, that set his factory working overtime, that started a frenzied twenty-four hour a day program among the machinery manufacturers to bring forth the new equipment needed to keep up with the ever rising tide of demand.

"It goes back fourteen years ago," Mr. Cullen told me, "when I spent thirteen months working with the Hoover committee for the conservation of food, to the days when

there were shortages of everything, when wheat was needed for 'over there.' I was giving a talk in a town in New Mexico. My audience consisted of Indians. One old Indian woman at the end of my discourse was laughing. She was, I was told, over a hundred years old. Through an interpreter I inquired what it was that was so amusing her. 'I am laughing,' she said, 'because it is so funny that first you white people tell us we should give up our corn and eat wheat and now you come and tell us we should give up our wheat!' With her imperfect understanding of the language she had got only that part of the story. Then she said—and this is the important part of the incident: 'You white people do other foolish things. You break open the kernel of wheat and throw away the outside and whiten it and take away its life. Come and I will show you how we Indians prepare our wheat.'

"I followed her and she took me to her mill. She showed me how the Indians hammered the wheat with one rock upon another, how the whole grain was thus pulverized and all its elements left intact.

"The event had no special significance to me at the time. It was interesting, and odd enough to stick in my memory.

"But this incident was the seed of the idea through which I de-



Blank & Stoller

E. Fred Cullen

veloped the things that made our business boom this year. In 1930 we were affected by the depression. We lost volume and profits shrank. I had done some things to work against it. I had, for example, produced Cape Cod Cookies with an economy appeal, sixty for 25 cents. They went over well. I had put out other new items. In spite of that, total sales were off and profits likewise. As we went along in 1930 I began to see that something different was needed—something new, something startling—not merely a new number, another cracker or a cookie but a new product entirely that would create a market all to itself.

"What could that be? I began to study the question. I began to look back over my last thirty years' experience. I began to consider the many elements of the present situation: Low prices for flour, shortening, boxes and supplies, willing and co-operative labor, surplus wheat—what could be done with all those new elements to bring them together into something useful? I felt sure there was something useful.

"Wheat—wheat—was in my mind. The world was in an atmosphere of wheat. In one newspaper I counted fourteen articles on the wheat problem. Surplus wheat! As I searched my memory my mind went back to that incident of years ago at the Indian village in New Mexico. Wheat—surplus wheat! What was it that old woman did with the wheat? What was it that had been done for ages with wheat before civilization took hold of it? Why, the wheat was beaten—hammered! Hammered wheat—hammered wheat—hammered wheat!

That kept running through my mind. Why milled wheat? Why not hammered wheat? Wheat was milled by grinding under rollers, the healthful bran removed to make it white, essential oils were taken out to prevent

rancidity in storage. The hammered wheat of the Indians utilized the whole grain. Its flavor was a natural tasty one. Not for nothing had wheat become the great basic staple food of the world. People liked wheat. A product made of the whole wheat, not ground into flour with the necessity of removing part of its healthful properties and its natural flavor, to hammer as the Indians hammered. I played with the idea, and the more I thought about it the more I thought of it.

"I ordered built a simple machine that would hammer the wheat, developed a cracker made of it and called it Hammered Wheat Thinsies. I handed the new goods over to the salesmen in January of this year. In the stores they commenced to sample, spreading the new crackers in trays around the store and inviting customers to partake. The taste was new. It appealed. Direct sales were made in large quantity. In one chain, sales during the sampling amounted to \$45 per store per day—enormous, comparatively speaking, for a product that was

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Shoe Fits

"DAD," said Jack Tinker the other night, "baby needs a new pair of shoes. And, say, judging by the looks of your understanding, you're about due for a new pair too!"

That's why you see Jack and his dad now in Scone's Boot Shop, "having," as Jack would express it, "new keels laid."

Jack is typical of a million and more American fellows. In high school. Devoted to being modern, to keeping the world moving, and the older generation in step with it.

They have a natural penchant for progress. Alert. Always on the lookout for what's new and better. And when they find it, eager and enthusiastic to get it in their home.

Manufacturers do well to

court their favor. Their opinions may just be forming, but a little thing like that doesn't keep them from voicing them. Maybe you have one in your home . . . you know.

700,000 of them read **THE AMERICAN BOY**—nearly 80% of high-school age and over. The kind of growing, energetic young people it would pay you to have behind your product now—plugging for it, right in the home. Get your story before these young influentials during 1932—on the pages of the one magazine in which you can meet them man-to-boy. January forms close November 10th.

The YOUTH'S COMPANION
The American Boy
Founded 1887
 Detroit Michigan

retailing at 30 cents the package. "Repeats came instantly. News of the product spread, not alone from our own efforts but by word of mouth. Letters started to come to us from all over the country, from consumers ordering direct and

The third month we produced 367,000 packages.

"In the first four months we had shipped 2,241,000 boxes. In July and August we were running between 600,000 and 700,000 a month. The peak was 886,000 in one month. It was hard to keep up with the demand."

As demand rose, as production was being pushed ahead, advertising was doing its part in spreading the glad tidings. Posters and painted bulletins were employed in a heavy barrage. Bold display proclaimed loudly "Hammered Wheat Thinsies." Newspapers and radio—all were enlisted in an offensive that kept sales mounting higher and higher.

Then Mr. Cullen felt that the product and its manner of development had in them the possibilities of dramatic demonstration. His mind again went back to the Indians. He brought east an Indian chief, Crazy Bull, grandson of Sitting Bull. He fitted up a car with microphone and radio speaker equipment. He sent Crazy Bull, dressed in full regalia, around to the stores. The microphone was on the end of a long cord. It was taken into the store in front of the window, where the crowds gathered to see the show. The store manager was handed the microphone and he gave a short talk introducing Crazy Bull, who then, in pure native American language (he was educated at Haskell University) described the invention of Thinsies, told in dramatic style of the new hammering machines. Sales were made, as many as forty boxes being sold at a typical ten-minute demonstration. To say that store managers were enthusiastic is expressing it mildly.

The drama of the Indian chief and the ideas associated with it are being actively promoted. The idea is being continued as a regular part of the merchandising program behind the product.

As to the newspaper and outdoor advertising, Mr. Cullen said: "It had been my intention to play on the various themes suitable to the product. We had several—violet

(Continued on page 104)



A Silhouette of a Slender Feminine Figure Appears in Most of the Thinsies Advertising

uttering words not only of commendation but of enthusiasm. Stores we had not reached began getting calls and wrote inquiring for samples.

"In the first month we put out some 6,000 packages. From the instantaneous reaction we knew we had a sensation. We increased production as fast as we could. In the second month we produced 138,000 packages. I set machinery manufacturers to work, calling upon their best inventors and designers, to make new machines to hammer wheat. We soon had a battery of machines—hammers that would hit the grains a million times a minute. We installed what was said to be the longest baking oven in the world, stretching 180 feet. We were after big production quickly, but at the same time wanted to equip ourselves in the best way to produce economically.

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Buying Power Yardsticks No. 11



WISCONSIN

Eighth in Retail Sales Per Capita

BUREAU of Census figures rank Wisconsin as the thirteenth state in population, but eleventh in the volume of retail sales. The high purchasing power of Wisconsin people is even more pronounced in the per capita sales figures which rank this state eighth among the thirteen largest states.

Of the total retail sales in Wisconsin, 50% are transacted in twenty cities within Milwaukee's 100-mile trading area which do an annual business of \$660,000,000.

This huge, concentrated buying power is reached easily and economically because The Milwaukee Journal alone reaches more than 80% of the buying power in Greater Milwaukee—and on Sunday this paper is read by 44% of all families in the nineteen major retail centers of the 100-mile zone outside of Greater Milwaukee.

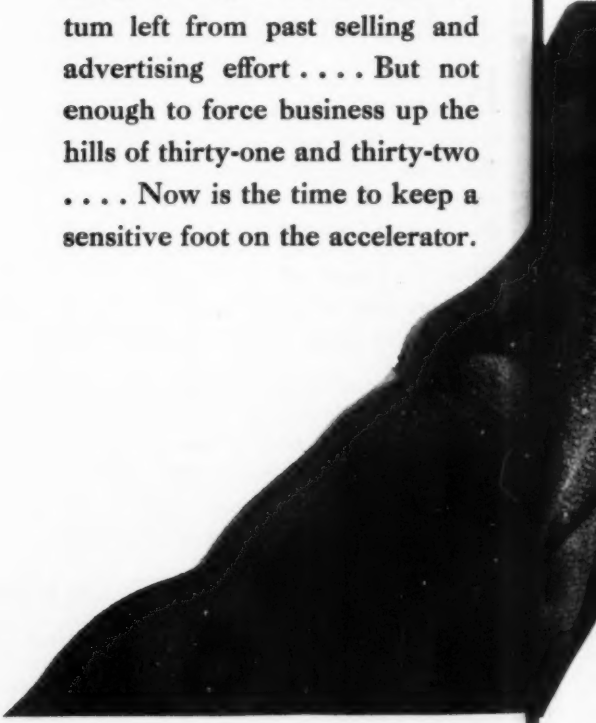
THE MILWAUKEE JOURNAL

First by Merit

Thorough Trading Area Coverage Through One Newspaper

Free Wheeling

There is still a lot of momentum left from past selling and advertising effort But not enough to force business up the hills of thirty-one and thirty-two Now is the time to keep a sensitive foot on the accelerator.





McCANN•ERICKSON

Advertising . . . NEW YORK • CHICAGO
CLEVELAND • DENVER • SAN FRANCISCO • SEATTLE
LOS ANGELES • TORONTO • MONTREAL • VANCOUVER
WINNIPEG • LONDON • PARIS • FRANKFORT, O. M.

Where Will the Retail Price War End?

The Combatants Themselves Are Getting Heartily Sick of It

KENYON & ECKHARDT, INC.
NEW YORK

Editor of PRINTERS' INK:

Extraordinary, sensational, tremendous, spectacular sales!!!

About a year ago a few very influential merchants, feeling exceedingly patriotic, published statements in their advertising to the effect that they would help bring prosperity back to this country by selling their merchandise at much lower prices, and in fact lower than any other merchant. They lived up to their promises as far as price-cutting is concerned. But Prosperity is still around the corner. Why?

The startling and very descriptive words in the beginning of this letter were gleaned from advertising in one newspaper.

With very few exceptions the prices of merchandise were slashed beyond recognition. Rock bottom and lowest prices were being claimed by nearly every advertiser. "\$125,000 worth for \$48,000" was boasted by one merchant. "\$350,000 Royal Persian Sarouks & Kashans at half price and in some instances even less!" was claimed by another. "\$550 Sarouk Rugs for \$289" was another startling value. Still another merchant had \$555 Sarouks for \$229 and there were other values that seemed impossible.

Perhaps the public is flocking to these sales . . . perhaps it is not, but merely waiting until tomorrow when the manufacturers will become a little more frantic to get it to buy and will make buying more attractive. As the old saying goes: "Tomorrow never comes," and if this is true the public will continue to put off buying, and many manufacturers will continue to lose money, and consider it necessary to cut down expenses even more by putting more people out of work. Naturally, anyone out of work or anticipating a wage reduction is not going to buy any

more than what necessity demands.

It seems to me that so long as most merchants remain as short-sighted as they have been during this depression, Prosperity will continue to be out of our sight.

Competition is a fine and necessary thing in business. It keeps us wide-awake. But what a bedlam there would be if competition was allowed to reign to its full extent!

If, instead of a set commission for preparing advertising, the agency had to compete with other agencies, who were short-sighted enough to cut commissions . . . if publications were to start cutting their rates and their prices to the public, very soon there would be no publications and advertising would be in a pretty bad fix.

It is only the co-operation that has been brought about by such bodies as the American Association of Advertising Agencies and other associations, that has done away with unfair competition and kept the advertising business in a comparatively healthy state.

Unfair competition and price slashing seem to me to be the main factors in breaking down the public's confidence in values, and thereby keeping an unstable market. Even though the public realizes that a dollar can buy much more today than it could a year ago, it is not going to spend its dollar until it knows from where the next one is coming.

STUART CAMPBELL,
Vice-President & Art Director.

MR. CAMPBELL'S letter is particularly interesting in the light of what is going on behind the scenes in the New York City department store field. For several years the department stores in New York have been objecting violently to the policy of R. H. Macy in advertising that it will, so far as possible, undersell by at least 6 per cent. the marked prices

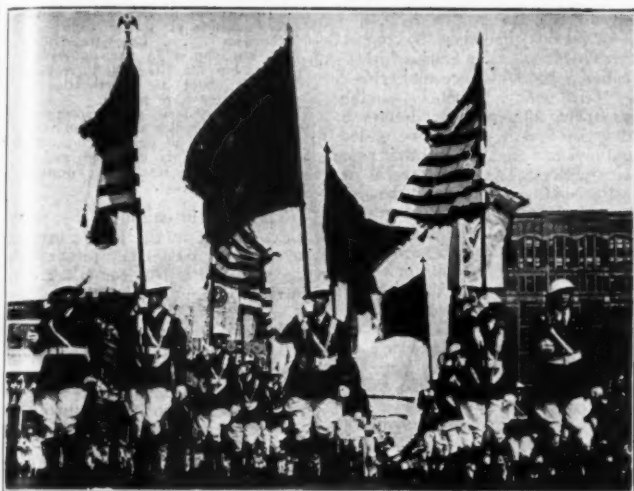


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They Had A Good Time And Spent \$10,000,000

THE American Legion convened in Detroit September 21 to 24. More than 100,000 strong, they enjoyed the hospitality of Detroit in good-natured, praiseworthy fashion, passed some resolutions, gave Detroit the most colorful parade in its history and spent some ten millions of dollars in Detroit's stores, hotels and automobile agencies.

That's quite a sizeable addition to the total volume of retail business in any one community—an addition that will accrue to Detroit's benefit and be felt for some time to come. But Detroit is used to big things. Richman Brothers, nationally

known clothiers, have just opened their most beautiful store in Detroit—a building exclusively devoted to their product — and George M. Graham, identified for years with the Pierce-Arrow Company, announces plans for the production of a new car in Detroit—a low-priced six-cylinder automobile.

So Detroit moves—it's a great market well worthwhile selling, particularly since you can reach most of the financially able homes economically by the use of one newspaper—The Detroit News. The News has the largest circulation in Michigan with 76% of its city circulation home delivered. It's a real buy on any basis—milline or resultfulness.

The Detroit News

New York Office
L. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

Member of Major Market Newspapers, Inc.

of all of its competitors who do not sell for cash.

At various times certain competitors of Macy's have engaged in advertising battles concerning this 6 per cent policy. Gimbel's notably has spent thousands of dollars to advertise that it will not be undersold and has engaged in bitter price wars with Macy's. On several occasions both stores have been selling merchandise far below cost in order to carry on the fight and it is not an uncommon thing for either store to revise its prices on different articles several times during a single day in order to meet competing prices. This is only one phase of a price battle which has extended to many stores, large and small.

Recently, however, Macy's published certain advertisements to which other New York department stores took violent exception. We are informed by a leading store executive that a number of the larger stores, acting independently, have announced that they will refuse to pay for space run in the issues of the newspapers in which these Macy advertisements have appeared. So far the newspapers have stood by their guns and have insisted on payment, although it is rumored that the publishers are seriously considering the adoption of more rigid rules that would tend to eliminate the more blatant forms of price advertising which have been indulged in by a number of stores.

On September 26 the Better Business Bureau of New York City, Inc., issued a bulletin headed, "A Plain Statement about a Serious Mistake of Retail Advertising in New York." This bulletin attacked the type of price advertising to which Mr. Campbell objects, saying, in part:

There have been appearing in New York City newspapers, advertisements published by a number of large and small retail stores containing featured statements which have been, in effect, an attack on the prices and the advertising of other stores.

Such statements create an impression that the advertiser's prices are always lower than the prices for the same or comparable merchandise elsewhere.

These claims are usually untruths or half-truths in fancy, and in the very nature of things cannot be otherwise. . . . Competing stores are not named in such advertisements but the effect on their business is about as objectionable as though they were named.

These statements arouse some competitors to similar tactics and trade war is waged in public prints. The buying public is confused and is exploited. The results are destructive and wasteful.

The bulletin continued by pointing out that in the long run such advertising is contrary to the public good and is bad for advertisers in that they undermine the public's belief in all advertising. It is significant that the bulletin does not single out one store but attacks a number of stores.

Because of limited funds the Better Business Bureau was unable to give its statements any wider currency than was possible by means of the bulletin. Wanamaker's, however, used full pages in New York newspapers to reproduce the bulletin along with a letter which carried the names of the directors of the Better Business Bureau. One New York newspaper, we are told, refused to publish the advertisement unless this list of directors was appended.

There is every indication that many of the combatants in the bitter price war which has been raging ever since 1929 are heartily sick of it and realize that they are guilty of excessive statements. However, they say they are forced to make these statements because of what some of their competitors are saying.

To advertisers generally this advertising war should be of great interest. There is a vital principle at stake which has a direct bearing on the future prosperity of national as well as retail advertising.—[Ed. PRINTERS' INK.]

Chicago First National Appoints L. & T. and L.

The First National Bank of Chicago has placed its advertising account with Lord & Thomas and Logan, Inc.

Bond, investment and trust advertising of the affiliated First Union Trust & Savings Bank is handled by Carroll Dean Murphy, Inc., as previously announced.

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What a Target!



NO NEED for you to theorize or conjecture on Florida possibilities since the Census of Distribution made retail sales *known*.

What a target for the marksmanship of advertising!

Almost half a billion retail sales in Florida—with practically 15 percent of the total in Jacksonville. Year after year it goes on, because Florida resources yield continuous cash from widely diversified industries.

"Florida's Foremost Newspaper" supplies the accuracy, if you will provide the arrow! An unequaled 7-morning-a-week penetration of your Florida market.

The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Circulation: 52,219 daily; 60,365 Sunday

SEE YOUR G



Ask him how many men buy food. Then ask him how many women. He knows, as does every food advertiser, that nearly always the woman of the house is the family mess sergeant. Hers is the job of victualing the home.

In the light of this fact the food advertiser cannily selects the newspaper most effective in its appeal to the home and the home-maker. In Chicago his choice is The Daily News.

During the first eight months of 1931 The Daily News carried

THE CHICAGO D

CHICAGO'S HOME NEWS

GROCER

1,234,294 lines
of food advertis-
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than both morn-
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daily and Sunday
combined. And



The Daily News gains for the period
were more than 29,000 lines.

If you have something to sell to
Chicago's home and home-maker
The Daily News can do an econom-
ical and equally efficient job for you.

GO DAILY NEWS

HOM NEWSPAPER



*Improvement in Rural
Banks Shows that*

FARM BUSINESS IS BETTER IN OKLAHOMA ~ ~ ~

To get your facts straight about Oklahoma conditions, ask Harry H. Rogers. He's a member of President Hoover's economic committee and president of a big bank at Tulsa. Here's his story:

"Banks in the farming sections of Oklahoma are showing an improved condition for the first time in the last few years. Farmers are reducing their loans despite the low price of farm products."

Crops are being gathered at much less cost than before, in spite of a high yield. This leaves more farm money available for products advertised to 205,023 readers of the Oklahoma Farmer-Stockman.

THE  **OKLAHOMA**
FARMER-STOCKMAN
OKLAHOMA CITY OKLAHOMA

How Squibb Plans Sales Contests After Ten Years' Use

(Unlike Many Companies, Squibb Believes That an Off Year Is a Good Year for a Contest)

Gleaned by E. B. Weiss during Conversations with

G. McNab Miller

Sales Promotion Manager, E. R. Squibb & Sons

A LARGE number of sales executives who have been in the habit of running sales contests regularly are not doing so this year. They assign a multitude of reasons—some of them sound quite plausible.

E. R. Squibb & Sons, however, do not subscribe to any of these reasons. Squibb looks upon the sales contest as it looks upon its advertising, that is, as another sales tool. It has not decreased its advertising—as a matter of fact it is investing more in advertising in 1931 than ever before. Neither has it called a halt to its sales contests.

And by way of an interesting sidelight I might mention that Squibb's sales for the first six months of this year were the largest for any comparable period in the company's history. Furthermore, there is every indication that sales for the entire year 1931 will surpass all previous records. And still further, at the end of the second week of the current contest, sales stood at 112 per cent of quota.

The company has been using salesmen's contests for ten years—almost from the moment that it decided to go out after business energetically with what was then a radical move; an advertising campaign directed to the masses. It has kept a complete record of each contest and as a result the company knows today, definitely and specifically, the sort of contest that is most successful with its sales force of over 300 men.

There may be certain sales managers who will disagree, in theory, with some of the Squibb sales contest practices. Moreover, it is entirely possible that some of the conclusions and practices that Squibb has settled upon would not

do at all for a different type of sales organization. But that does not alter the fact that the contest formula Squibb has developed is doing everything the company wants it to do.

* * *

General contest attitude:

It is the company's idea that the primary purpose of a sales contest, contrary to general conception, is not to exert force or pressure for the object of immediately stimulating sales. The company's attitude, instead, is that a salesman's contest should tend to make a little more pleasant this deadly serious task of earning a living. The object, in other words, is to inject a little good-natured fun into the routine of selling; to build morale; to get the men to know one another.

Of course, in aiming for this goal, sales stimulation is by no means neglected. But there is not that same hysterical fighting for business that is an unfortunate characteristic of so many sales contests.

Contest theme:

In accordance with this conception of the basic purpose of a sales contest, the Squibb contests are built around the play idea. If there is a distinctly controversial feature of sales contest procedure it is this plan of basing the contest on games. Some salesmen have been known to complain that they have played every game from tiddlywinks to hop-scotch. Sales executives have been known to inquire whether the man at the head of the sales force is supposed to be a cheer leader or a sales manager.

Nevertheless, Squibb is convinced that—for its sales force—the game

idea is the strongest foundation for a contest. It believes that men are simply grown boys. It believes that all men would rather play than work. It believes that the competitive spirit is all important and that games are the best way to develop that spirit. And because of these beliefs, all backed up by ten years of experience with almost every type of contest under the sun, it is a strong booster for the game idea.

Perhaps I should point out one essential difference, however, in Squibb's sales practice that may explain its success with this type of contest. It is unfortunately true that, in all too many cases, games have been seized upon by sales executives as a substitute for ideas and general all-around training as a method of building better salesmen. It is easier to organize a salesman's football team than to furnish those same men with sound selling ammunition. Consequently, there has been a tendency to substitute a megaphone for a sales manual; a collegiate yell for a constructive campaign.

At Squibb, the sales contest is simply a part of an elaborate plan of training, guiding, and helping salesmen. It does not substitute for any other sales practice. The company recognizes clearly that a sales contest does not take the place of a good sales argument. Under these circumstances, and bearing in mind the primary aim of its contests, the company is convinced that the game idea is its best bet as a contest theme.

Equalizing the contest for all salesmen:

Squibb has developed a system of determining sales quotas for each man, each territory, each division, and each product in its line that is a model of its kind. These sales quotas are used as the foundation of all its sales contests. Prizes are given on the basis of excess over quota. Thus the man with a low quota, who exceeds it by 15 per cent, gets a higher standing than the star salesman with a big quota, who exceeds it by only 12 per cent. Under this system it is obvious that every man has an

equal chance to come out on top.

Number, season and duration of contests:

The company runs two contests each year. There is one in the spring that lasts six weeks and one in the fall that lasts eight weeks.

The spring contest is shorter than the one held in the fall because, interestingly enough, the company has found that enthusiasm cannot be maintained for so long a period during spring as in fall. Repeated experiments have proved that six weeks is the longest period during which the men can be kept enthusiastic during the early part of the year, while eight weeks is the limit during the latter part of the year.

The reasons for this difference, it believes, are largely psychological and physical, although trade conditions also play a part. The contests are run during the company's busiest seasons. The spring contest runs right into early summer and both because of the seasonal falling off in business, and because of the hot weather, experience has shown that six weeks is the proper length for the spring contest.

Type of prizes:

Both merchandise and cash prizes have been used by the company and its experience has been that cash is a vastly better inducement. With regard to the size of the cash offer, it has found that there is absolutely no use offering over \$200, because to do so does not encourage the men to put forth any additional effort. Furthermore, it has discovered that, among the minimum prizes, a cash offer of less than \$10 is equally without value. Its cash prize offers, therefore, run from \$10 to \$200.

Maintaining enthusiasm during contest:

A steady flow of material goes to the salesmen during each contest for the purpose of maintaining enthusiasm. Also, the company follows the plan of offering a weekly prize, in addition to prizes at the conclusion of the contest. Then, friendly rivalry is promoted be-

tween the various men and between the various sales divisions. This has developed to the point where many of the men write to each other, during the period of a contest, humorously chiding one another about sales volume, all of which tends to keep all men enthusiastic.

After-contest slump:

I have already mentioned that the Squibb contests are run during the seasons of highest sales. Therefore, there is a natural falling off in sales volume at the end of each contest which is in no way to be attributed to the end of the contest itself.

The company avoids the after-contest slump by going all the way back to the training of new men. It impresses upon every man who is added to the staff, and continually makes the same point to everybody on the staff, that it will not permit over-selling a merchant. It does not accept orders from its men which its records definitely indicate are in excess of the requirements of the dealers who placed them. It educates its men continually on the point that overloading will not be countenanced and this is not overlooked for a moment during sales contests.

Inasmuch as the lion's share of the blame for the typical after-contest slump is due to overloading the buyer, Squibb's emphasis on this one point has been a distinctly important factor in preventing this harmful contest aftermath. In addition, the company has what is called its Squibb Go-Getter Club, which has been in existence for ten years. The officers and governors of this club are all salesmen, who are selected for these honorary positions as a result of their work through the year. The positions are fought for both because of the honor attached to them and because the men are well aware of the fact that practically every division manager was first an officer of the Go-Getter Club. Also, membership in the club brings with it a check for \$100, all of which combines to impress upon the salesmen the importance of keeping up the good

work after each contest is over.

* * *

And so, having given the Squibb sales contest platform, it is now time to see how this policy is carried out into actual practice. Let us examine the fall contest, which started September 14.

The contest opened with the release of "The Gridiron," a special bulletin which furnished the salient points covering prizes and how they are to be awarded. As the title of the bulletin indicates, the contest is based on the football game idea. The salesmen are divided into squads and each salesman on each squad is given a quota covering the eight-weeks' season. This quota, in turn, is broken down into eight individual game quotas, each covering a period of one week. Each week the players will earn touchdowns on a basis of the relationship of their sales of any given week to their quota for that week.

The gridiron, or playing field, is 100 yards long. The football must, of course, be carried to the end of the field to earn a touchdown. In other words, 100 yards of progress down the field or 100 per cent of quota equal one touchdown.

In determining the yardage gained, the following schedule is followed:

- 50 per cent of quota equals 50 yards.
- 51 per cent of quota equals 51 yards.
- 52 per cent of quota equals 52 yards.
- 100 per cent of quota equals 100 yards, which equals one touchdown.

To quote further from "The Gridiron": "All yardage and all touchdowns earned in each game will be accumulated toward the season total. The players gaining the largest number of touchdowns will be assigned to the Squibb All-American. The total number of yards gained during each week by members of any given squad will be added together and translated into touchdowns. The team gaining the largest number of touchdowns against a rival during any given week will have triumphed over the opposing team. Should a team be tied in touchdowns the one having

the higher excess yardage will be the winner."

The prize awards will be on the following basis: Players winning a place on the Squibb All-American Team will be given checks equivalent to \$10 for each touchdown made during the season. Any excess yardage earned over the total touchdowns, but less than an additional touchdown, will be credited at the rate of 10 cents per yard.

Then there will be weekly prizes of three types. One of the three is a national prize of \$20, \$15 and \$10 respectively. The others are of equal amounts and are divided in accordance with the divisions in the Squibb line of products and by territorial divisions. All told, \$8,190 will be awarded in prizes, comprising 457 individual prize awards.

Together with the initial issue of "The Gridiron," the men were sent a letter of instructions which explained in detail how sales were to be credited during the drive. It enumerated the products involved in the campaign and outlined how the men were to conform their activities to those of fellow salesmen in the same territory and same division.

Then they received their campaign quotas, typed on a small sheet punched for inclusion in the salesman's trade list. This gave to each man his personal campaign quota broken down by weeks. A blank space was left next to each weekly quota for each salesman to enter his sales for the week. Thus each man is able to keep his own record of the progress he is making.

They were then informed concerning the special offers made for the term of the contest—the ammunition furnished by the company to help them reach their goals. Finally, they were given advertising portfolios, giving information concerning the advertising of the company products.

* * *

That, in brief, is the Squibb fall contest. Nothing startlingly new about it. To the contrary, with the possible exceptions of the scientific quotas on which the contest is

based, and the excellent judgment displayed in the division of prizes, it is very much the same as scores of contests that have been used by sales executives in this country. However, those two exceptions should not be minimized. They are the two outstanding features that mark the difference between a drab and uninspired contest and one that induces salesmen to play the game for all it's worth.

Don Bridge, Advertising Director, New York "Times"

Don Bridge, until recently advertising director of the *Indianapolis News*, has become associated with the *New York Times* in a similar capacity. This change does not affect the present advertising organization of the *Times*. Benjamin T. Butterworth, for seventeen years advertising manager of the *Times*, remains in that position.

Mr. Bridge had been with the *Indianapolis News* since 1917, when he joined the staff as a local display advertising salesman. He was made advertising director in 1927. Mr. Bridge is president of the Newspaper Advertising Executives Association.

Cleveland Agencies Combine

The Seaver-Brinkman Company, Cleveland advertising agency, has combined with Gerstenberger Advertising, also of that city. Principals in the combined agency are C. A. Brinkman, L. L. Gerstenberger and C. H. Seaver. The new company, which will be known as Seaver-Brinkman-Gerstenberger, Inc., will have its headquarters in the Chester-Twelfth Building.

Forhan Account to McCann-Erickson

The Forhan Company, Inc., New York, Forhan's toothpaste and antiseptic, has appointed McCann-Erickson, Inc., advertising agency, to direct its advertising account. This appointment, which includes the company's domestic advertising as well as that in Canada and England, is effective January 1.

Florists' Account to Brooke, Smith & French

The Florists' Telegraph Delivery Association, with headquarters in Detroit, has appointed Brooke, Smith & French, Inc., Detroit advertising agency, to direct its advertising.

Dorsey Owings Joins Kastor

Dorsey Owings, for the last five years engaged in radio broadcasting activities, has become associated with the New York office of the H. W. Kastor & Sons Company, Inc., advertising agency, as director of radio.



Fight for Sales on favorable fields

It's good sales strategy nowadays to pick a point on the selling front where possibilities are best for a profitable push. There are a couple of gilt-edged reasons why Indianapolis is an uncommonly inviting sales salient just now. First of all, by keeping its feet on the ground in 1929, Indianapolis has little to regret in 1931. For example, department store sales for the first six months of this year, were 6.7 per cent better in Indianapolis than in the Seventh Federal Reserve District as a whole.

Then, Indianapolis offers a big caliber, high powered advertising medium that repeatedly has demonstrated its ability to capture and hold this sector singlehanded. The News . . . *habitual* buying guide of more than 4 out of every 5 Indianapolis families . . . maintains a hand-to-hand relationship with the family confidence and pocketbook that moves this market to buy advertised merchandise in profitable volume.

Choose The News, and sell the Indianapolis Radius . . . profitably . . . economically . . . with only ONE reasonable expenditure for advertising ammunition.



Member Major Market Newspapers, Inc.
The 100,000 Group of American Cities

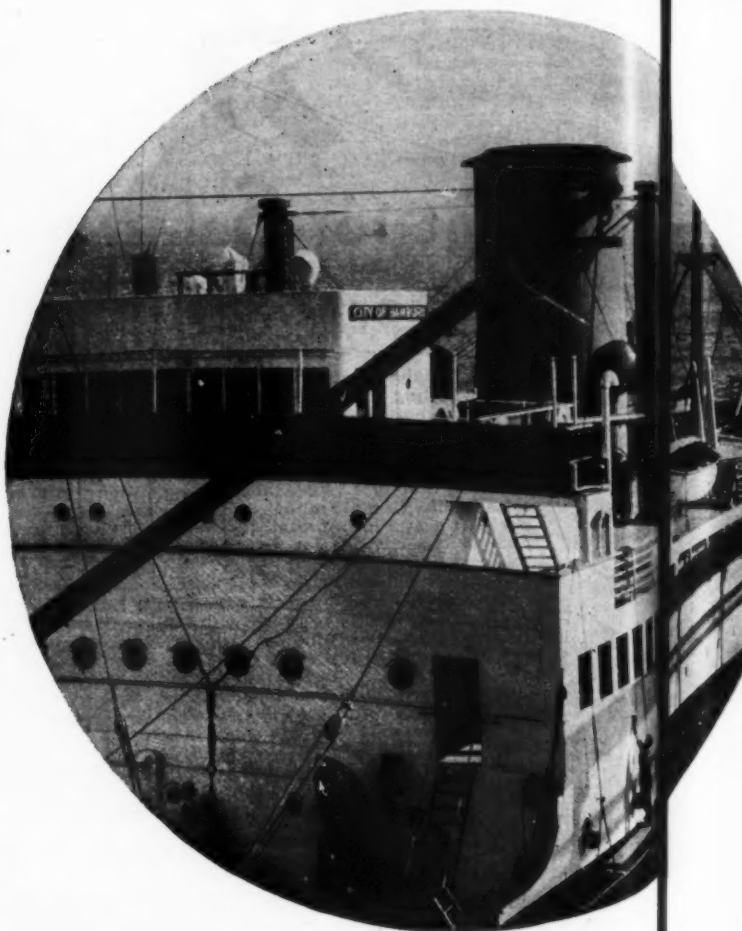
THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

Chicago: J. E. LUTZ
Lake Michigan Bldg.

BALTIMORE OVERSEA

S E



THE SUNPAPERS in September

PAF

EA SERVICE GROWS

When the "City of Baltimore" sailed for Hamburg, Germany, on July 2 it inaugurated the thirty-third overseas line from Baltimore. Now on October 1 the sailing of the "City of Hamburg" adds the third ship to the latest overseas line.

By December 16 two more ships, the "City of Havre" and the "City of Newport News," will have been put into service, completing a fleet of five sister ships, each 506 feet long and having a displacement of 13,500 tons.

Such additions of ships to the Baltimore Mail Steamship Line mean increased facilities for rapid transit of passengers, mail and freight to and from Europe, and gives another stimulus to the steady growth of Baltimore.

The freight rate differential enjoyed by this Port, its excellent terminal facilities and the diversification of the city's industries are leading factors in the above-average business activity of Baltimore.

And as most advertisers already know, the big factor in sharing in this above-average business activity is regular use of the columns of The Sunpapers—morning, evening and Sunday.

THE
MORNING



EVENING

SUN
SUNDAY

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Atlanta: A. D. Grant

Detroit: Joe. R. Scolaro

San Francisco: C. Geo. Krogness

emb

DAILY (M & E) 288,940

ADVERTISING effectiveness is the product of *reader-interest*, and *reader-purchasing-power*, intensified by *coverage*.



THE Detroit Free Press has all three factors.

It will give any advertisement sufficient *circulation* to make Detroit talk about it . . . but its greatest coverage is among families with money to spend.



IT provides the profit-minded advertiser with an economical and effective method of securing *quick public acceptance* in the neighborhoods where *large orders* originate.



79% of the city circulation is with the families who live in the 25 districts where advertising receives greatest re-

sponse. In the 25 Michigan counties contiguous to Detroit the Free Press has coverage and influence *not approximated* by any other newspaper.



THIS newspaper will deliver your advertising to this Market's purchasing power without assistance, without duplication and without waste.



ONLY one conclusion is logical. That is: the Free Press is absolutely essential to the complete success of any advertising-undertaking in this territory.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Armstrong Uses Traveling Theater to Introduce New Product

Two Temlok Cruisers Are Visiting Important Lumber Dealers with a Talking Motion Picture Which Tells the Sales Story

By E. C. Hawley

DURING the last few months a great many lumber dealers have seen a strange craft stop in front of their doors. Upon investigation they have found their visitor to be neither a bus nor a moving van, both of which it slightly resembles, but instead a theater on wheels, equipped with the latest sound movie projectors, standing ready to give them their first "private showing" of a talking motion picture.

Comfortably seated inside they have seen and heard the unfolding of a capsule drama in which they were introduced to Armstrong's Temlok—a new fiberboard insulation being offered to the trade by the Armstrong Cork & Insulation Company, one of the divisions of the Armstrong Cork Company of Lancaster, Pa. Twenty minutes later they have seen the "theater" transformed into a "sales office" with the Armstrong salesman carrying on where the talking screen left off.

This innovation in sales technique was the Armstrong company's answer to the situation with which it was faced in the early months of 1930.

Although the company has been a leading producer of various types of structural insulation, principally corkboard, for a great many years it has never distributed such products through retail channels. Consequently there was not even the nucleus of a distributing system in the lumber dealer field to build upon. The sales program had to "start from scratch."

In the initial consideration of the sales problems it was recognized that for many weeks after the opening gun of the campaign, the Temlok salesmen would, day after day, have to go through endless repetitions of the same basic story in their crusade for dealers. This

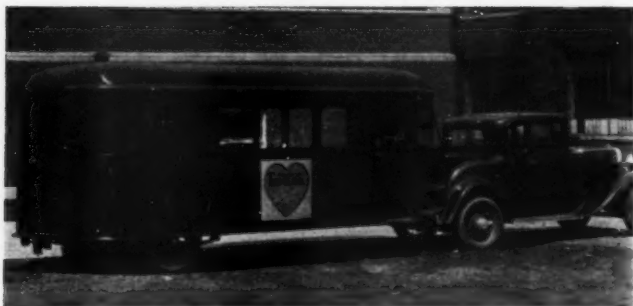
story, when told in words, was long and energy consuming. It was quite evidently liable to lose much of its vitality in these endless retellings.

In an attempt to offset this possibility a search was conducted to find some sales aid that would satisfactorily shoulder at least a part of the burden. The essential drama behind the development and manufacture of the product early suggested the talking motion picture. Here it seemed as a means of keeping the basic sales story from becoming worn and haggard no matter how many times it had to be retold.

Individual Showings Needed

But there were practical difficulties in the way. The transportation of portable talking movie equipment in trunks, at least with the equipment then available, seemed to be too cumbersome and inflexible to be practical. Movie theaters were available for morning showings. However the sales plan called for specially selected dealers who would be offered the Temlok franchise in the order of their desirability. This meant individual showings. Even disregarding the expense, the cavernous interior of a deserted theater hardly seemed the right kind of a setting for a salesman to make a vigorous follow-up after the picture presentation.

Finally someone suggested that if the dealer could not be brought to a theater, why could not a theater be brought to the dealer? So two trailers were purchased together with specially fitted coupes as power cars. These trailers are twenty feet long over all and have a clear floor space of approximately six by sixteen feet. Through careful planning this space was found to be adequate for the projector and sound system, storage



One of the Temlok Cruisers Equipped with Portable Sound Motion Picture Apparatus to Present the Sales Story to Lumber Dealers

cabinets for samples and advertising material, and enough room to seat six people comfortably.

With the "theater" problem carried to the point where its practicability was assured, attention was concentrated on the production of the film.

Temlok was developed after a long research program during which the Armstrong research and development organization scoured almost the entire Western hemisphere for a raw material having certain pre-determined characteristics. The fact that this long search finally ended successfully gave it considerable dramatic value. Consequently it was selected as the major theme.

However, the character of this theme, coupled with all of the other material that the picture might well carry, bid fair to make the picture a rather long one. It was decided that this would be unwise for a number of reasons. In the first place it was felt that the picture must not try to tell everything—there must be something left for the salesman to build his own story upon. In other words the picture's job was going to be to get attention, tell the basic story, sketch in the background, and then retire in favor of the salesman. As a further reason for a short film, it was felt that a long performance might easily entertain the dealer back into his complacency and consequently forfeit much of the value of a surprise approach.

As a result of this thinking the picture was strictly limited to twenty minutes showing time. This was not achieved, as it too often is, by Herculean work in the cutting room. The scenario was written to make a twenty-minute picture and a twenty-minute picture it turned out to be.

The picture as it was made follows this rough scenario: The action opens with a number of short scenes in the office of the Armstrong research laboratories. The high spots in the determined search for a new raw material are dramatized. Finally the long-sought material is found. Quickly the camera jumps to the Southern States where the raw stock, the heartwood of Southern pine, is found. It is followed through the Temlok factory by catching highlights here and there in the manufacturing operation. Tests on the board are shown, some through direct photography, others with animated cartoons. Then the action is carried to a "model city," constructed in a miniature set, where the market possibilities are visualized. The same treatment is given the farm market. To close the film one of the Armstrong Linoleum jobbers appears upon the screen and says a few words about the character of the Armstrong Cork Company, its policies and its methods of administering them.

The picture ends with "policies" as a theme. This gives the salesman a carefully planned opening,

Are You a MAIDEN AUNT?

No one knows more about raising children than your maiden aunt, and very often the man with the most positive opinions concerning a newspaper's worth as an advertising medium has seldom or never read it.

You may never have read a copy of the Chicago American and you might not like it if you did. But more Chicagoans go for it than for any other evening paper, and that's a darned sight more important to the success of your advertising in Chicago than your opinion of our m. e.'s way of doing things.

Which is another and perhaps not very tactful way of saying that, as an advertising medium, the Chicago American's importance is based on its ability to sell your product rather than you.

On that basis the Chicago American is proving to be the most important sales aid in Chicago today to many advertisers. We do not doubt that among these advertisers there are many who do not agree with our editors—nor will we promise that our editors will buy your product if you advertise it in the Chicago American.

C H I C A G O A M E R I C A N

a good newspaper now in its
ELEVENTH YEAR of circulation
leadership in Chicago's evening field.

National Representatives:
RODNEY E. BOONE ORGANIZATION

because the Temlok franchise, which he is trying to sell, is based upon typical Armstrong policies of exactly the same type commended by the speaker who just left the screen.

The "Trail to Temloktown," as the picture was titled, was first used in May. The Northeastern quarter of the United States, bounded roughly by the Mississippi and Ohio rivers, had been selected as the area of initial sales operation. This area was broken into ten territories. One of the Temlok Cruisers, as they came to be called, was assigned to the five Western territories and the other to the five Eastern territories. A plan was outlined under which, starting with the first two territories in May, two new ones would be opened every four weeks thereafter. This gave a cruiser four weeks in each territory on its opening circuit. All sales operations were keyed to this four-week schedule. Salesmen were secured and training courses arranged so that the required number of men would be released each month. Advertising, particularly the direct-mail campaign to dealers, was released in close co-ordination with this prearranged plan.

Each one of the cruisers is manned by a junior salesman who acts as motion picture operator, chauffeur and general manager of the unit. On his calls he is accompanied by one or more of the regular salesmen assigned to the territory in which the coach is operating.

Previous to the operation of the cruiser in any area, the district manager spends a period of time in going over his territory, laying out the schedule, and investigating the desirability of the various possible accounts. In this way there is a minimum of lost time when the cruiser arrives.

The number of interviews which the coach has secured is indeed surprising. As a matter of fact, these cruisers were operating a number of weeks before the first dealer was found who refused to be an audience. Of fully as great importance as the number of showings secured is the amount of time that dealers have been willing to

give to the salesman after the showing of the picture. Satisfactory interviews run to a surprisingly high percentage.

Covering a large territory in four weeks, the coach naturally follows a high-spotting schedule, making only the more important centers and showing to only the most desirable dealers. In spite of the large amount of traveling time that this involves, the coaches have been able to hold an average of about two showings daily for every day in the week.

The movie equipment in the Temlok cruisers is portable in every way and its use is by no means confined to the coach. Within an hour it can easily be removed and installed in any location such as a hall or meeting room. This is particularly valuable in cases where large groups of contractors, real estate operators or building owners are assembled.

Other supplementary material, used in connection with this campaign is of a more usual nature except, perhaps, the application that has been made of still-film projectors. The movie scenario used on the cruisers has been condensed into a still-film version which, together with a projector, each salesman carries. This is used in calling upon less important dealers in small centers where economy does not permit cruiser calls on the first circuit.

NBC Elects J. F. Royal Vice-President

John F. Royal has been appointed vice-president in charge of programs of the National Broadcasting Company, New York. Before coming to New York as program director of the National Broadcasting Company early this year, he was director and general manager of radio station WHAM, Cleveland.

Candy Brands, Inc., with Hanff-Metzger

Advertising of all divisions of Candy Brands, Inc., Brooklyn, N. Y., is being handled by Hanff-Metzger, Inc., New York advertising agency.

Hack Saw Account to Tyson

Clemson Bros., Inc., Middletown, N. Y., hack saw blades, has placed its advertising account with O. S. Tyson and Company, Inc., New York advertising agency.

The Advertising Dollar ▲

THE most costly page of advertising is the one that didn't pull. The most expensive mailing piece is the one that left the reader cold.

We recognize here that there are many different kinds of skill required in creating effective printing.

In every department we seek to fortify ourselves with men who are not only skilled craftsmen, but who are interested in getting results.



And so, when you hear somebody say that the Charles Francis Press has done an outstanding job on this or that—you'll know why it was not an accident.

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York City

Shoppers

like to re

● and here's a



Sunday circulation shows where readers live—not where they patronize newsstands. And the Globe Sunday sales are concentrated in the home areas of this great metropolitan market. In this district the Globe is the only Boston paper that holds its circulation daily and Sunday.

The

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to read advertisements
e's a *paper that reaches*
Boston's Shoppers...

APPROXIMATELY 250,000 families in the great Boston retail shopping area *want* advertisements given equal prominence with other news of the day.

If they didn't, they wouldn't be reading the Globe. For here is a newspaper edited for home and advertiser alike.

Advertising news is placed on a par with editorial matter—in position—in space—in importance.

And the number of Globe readers is constantly growing—was greater during the first six months of 1931 than ever before in the fifty years' history of the paper. "And this in 1931."

Yet no contests, no premiums, no artificial stimulant has ever been used to build Globe circulation.

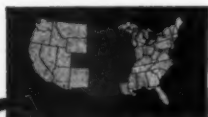
Bostonians read the Globe because they *want* to—because they are interested in advertisements as well as other news—and Boston merchants use this great home paper because their advertising is welcomed—is read—and gets results.

the Boston Globe

Please *don't pity* the "Poor Farmer"

- In the Midwest alone, he is working more than 522 million acres of farmlands—a big advance.
- In the Midwest alone, he is using over a billion and a half dollars' worth of implements and machinery—again, a big advance.
- Last year his total purchases came to about nine billion dollars.
- This year a countrywide survey shows that he's buying on an even bigger scale. Automobiles, tractors, houses, radios, refrigerators, home equipment of every description.
- In other words, he's not sitting around waiting for better times to come back. He's busy *bringing them back himself.*

So don't pity the poor farmer. The facts don't justify it. Look at him as he really is. A going business man, with a good steady business, good steady profits. An ideal customer for you, too—whether you happen to be selling toilet soap or tractors, radios or safety razors.



Capper's Farmer

ARTHUR CAPPER, *Publisher*

TOPEKA, KANSAS

CIRCULATION 1,500,000

This Catalog Is Leased to Customers and Competitors for \$10

A Direct-Mail Plan That Pays for Itself

By G. A. Nichols

A FEW weeks ago I was talking with an old friend in his hardware store in a State west of the Mississippi River. A salesman representing a small jobber of plumbing material came in.

My friend, who is the town plumber as well as purveyor of hardware and implements, excused himself for a moment; he wanted to order a few key stops, whatever they may be.

In response to his request for prices, the salesman produced a book, apparently a loose-leaf catalog. He turned the leaves to the key stop section, found the numbers the dealer wanted, noted the printed list figures at which the goods were quoted, made a rapid mental calculation and announced his price.

"Too high," the dealer replied; "come again."

"Well, being as it's you, I'll allow an extra 5 off."

"Sold."

While this was going on I managed to get a look at the catalog and was intrigued to discover that it was nothing more nor less than a copy of the Clow Bulletin put out by James B. Clow & Sons, Chicago, manufacturers of plumbing, heating, steam and gas supplies.

The salesman had no connection with Clow; he was from an organization whose resources are not much larger than those of this retailer.

"What's that person doing with Clow's catalog?" I inquired after the salesman had gone.

"There is nothing to get excited about," the hardware man replied. "Of course I saw it was Clow's book. Everybody in the plumbing line out here uses Clow's Bulletin. It is a standard price list which anybody in the trade can get. Take the regular trade discount off of those prices quoted by Clow and you get a figure beyond which no

other distributor dares go if he wants business. And you noticed I got an extra 5 out of him, didn't you?"

When I got back to Chicago, I went out to the Clow plant to see L. D. Allen, manager of the catalog department, and told him about the incident. I imagined I had discovered an instance of catalog misuse which he would want to know about, my idea being that the salesman had obtained the loose-leaf book from some retailer by underhanded methods.

"Oh, he didn't need to keep the catalog under cover," Mr. Allen said. "He probably bought it, or at least his house did."

"Bought it!"

"Yes; from us. We sell the Clow Bulletin, or rather lease it, to anybody in the plumbing business who wants to pay us \$10 a year for it. This applies to customers and non-customers alike; it applies also to competitors. *Nobody can get it free, but anybody in the trade can buy it.* Our biggest and most profitable customer has to pay his \$10 just the same as the dealer who buys little or nothing at all.

"The same privilege is extended to competitors. All of them have this price bulletin for comparative purposes and many of the smaller supply houses actually use it as if it were their own, just as did the man you met in your friend's store. We do not even pretend to prevent such practices, although we naturally are not handing business over to others. No competitor needs to employ devious methods to get a copy of the bulletin and have it kept strictly up to date through the year. All he has to do is to send us \$10 and the price service is his for twelve months. What he does is to use our prices as the basis for selling such merchandise as he can supply."

Mr. Allen's use of the term

"price service" was neither merely a happy thought nor a slip of the tongue; price service is what the Clow Bulletin actually is. What it undertakes to do is to keep its subscribers continuously up to date throughout the year on all fluctuations of the base prices of plumbing and heating material.

Primarily, of course, it is designed to promote the selling of Clow merchandise. But, unlike most catalogs, loose-leaf or otherwise, it imposes no buying requirements upon the customer as a condition for receiving it regularly. The plumber buys and pays for it just as he would buy and pay for the company's merchandise. It is therefore his property for a year. It keeps him accurately and promptly informed as to price conditions, but he can use his own judgment as to whether he buys from Clow or from some other source of supply the goods it lists.

This obviously is bold and unusual cataloging. But the company regards it as profitable and good for at least three reasons:

1. When a dealer pays rather a stiff price for a catalog it automatically becomes more important to him. And since it costs him \$10 a year to get this price service he is not going to be careless about inserting the new pages as they are sent him.

2. The very openness of the system, which places little or no restriction upon the circulation of the catalog, produces an indefinite but a large amount of valuable indirect advertising. It means something to an organization to be known throughout the trade as the disseminator of strictly accurate price information. It is the company's experience, therefore, that its actual sales of merchandise are increased rather than retarded, by this seemingly free and easy method of distributing its price information.

3. A catalog, properly compiled, is an expensive proposition and a loose-leaf catalog with all its multitudinous changes and the maintenance of machinery necessary for keeping it up to date is the most costly of all. But this Clow catalog does not cost the company a red

cent; it pays its own way and, in a sense, may be said to give the company excellent direct-mail advertising without charge. The \$10 a year is sufficient to defray the cost of compiling and printing the book; it takes care of the mailing charges and all the general overhead of the catalog department.

By a "year's service" is meant the use of one of the loose-leaf catalogs for a year, kept complete by a succession of new pages containing price changes and new merchandise. The customer or, more accurately, the subscriber pays his \$10 in advance. At the end of the year he is sent an invoice for another \$10 charge which he pays if he wants to renew his "subscription." If he does not pay within a reasonable time no more loose-leaves are sent him and he is requested to return the main catalog which is the company's property at all times.

Catalog Was \$15

"When we started out with this method of cataloging," Mr. Allen said, "we asked \$15 a year for the service. The compilation of the book, with its prices arrived at through a scientifically accurate cost accounting system, was an involved and expensive undertaking and \$15 was the lowest price at which we could consistently sell the service.

"The problem of merchandising the book was another sizable undertaking. We advertised the catalog in business papers and then sent all our salesmen out onto the road to sell it. For the time being, they were to forget about selling our merchandise; their job was to sell catalogs and catalogs only.

"We laid down no particular restrictions as to who would be permitted to buy.

"That there was need for such a book in the plumbing industry became quickly evident from the immediate success of our sales staff in getting subscriptions from our trade. And then, in a short time, manufacturers and distributors in this line began to ask for the book and we sold it to them as a matter of course. Why not?

These Advertisers give copy *24 hours to* **MAKE GOOD**

During September, 1931, department stores of New York placed *more* advertising in the morning American *than they did during the first nine months of 1930.*

And on Thursday, October 1st, these department stores carried *more* advertising in this *one issue* of the morning American than they did *during the entire month of October, 1931.*

With no idea of making invidious comparisons, it may be said that while this lineage was *added* to the American the other standard size daily morning papers carried *less* than they did a year ago.

This swing to the American by local stores where okayed proofs and sales results are less than twenty-four hours apart is an indication that the American has become vitally important for every national schedule planned for adequate coverage of this market.

New York American

New York's Most Interesting Newspaper

Nationally Represented by PAUL BLOCK and ASSOCIATES

"After the initial cost of producing the catalog had been realized at the \$15 price, we saw we were making a sizable profit, which we had no wish to do. We then voluntarily cut the price down to \$10, the present figure. This was sufficient, in view of the volume of the circulation we had gained, to make the service pay for itself, which it is now doing."

Some manufacturers who have consulted with PRINTERS' INK regarding the advisability of using loose-leaf catalogs and the methods of compiling them seem to hesitate because of a fear that such a catalog must necessarily lack cohesion. They look upon such a book as a more or less informal collection of loose leaves which invariably loses its effectiveness as time goes on.

Take the index, for instance. Of what practical selling use is a catalog of 800 or 900 pages, loose-leaf or otherwise, unless it has an index? And how is an index going to be kept complete and accurate if there is a succession of new pages sent on from time to time, which must be inserted here and there in the book, thus throwing the folio numbering system out of gear?

In considering these questions it is interesting to contemplate that the Clow Bulletin has not been completely reprinted at any one time since the first book was put out on September 1, 1914—seventeen years ago. Some of the pages now in use, which contain informative material and not prices, are actually seventeen years old so far as subject matter is concerned. As the stock of loose leaves dwindles, more are printed to take their places, and when this is done the typography and illustrations are changed to make them more modern.

Necessarily, during the intervening seventeen years, most of the pages have been reprinted several times owing to price and stock changes. But the book as a whole is seventeen years old; there has been no wholesale discarding, no entirely new printing.

Even so, the comprehensive index, which is regarded as being so important that it is placed imme-

diately next to the second page of cover, has been an accurate guide and remains so. It has been reprinted a few times, but it can preserve its effectiveness for two or three years, or even longer, without change.

The system under which this is done is made plain by the following notations copied from a page taken at random from the Bulletin:

CLOW BULLETIN
Date February 10, 1931 Sheet 154-A
Replacing August 22, 1930
BULLETIN NO. 4
ADAMANTOSE LAVATORIES

Interpreted, this means that, effective February 10, 1931, a new sheet numbered 154-A, advertising Adamantose lavatories was to be inserted in the book in place of the sheet bearing the same number that took effect on August 22, 1930. In as much as sheet 154-A was reprinted, the one on the back of it, or sheet 154-B had to be reprinted also. The notations make it very plain just where the new sheet is to be inserted and when the new prices take effect. The folio number being unchanged, there is no interference with the index.

Consulting the index one learns that the Adamantose lavatory section starts on Page 154-A. This is standard and never changes. As successive pages of the lavatories are added they are numbered 154-C, 154-D and so on indefinitely.

In this way there is no interference with the regular folio numbers, each number in fact being the beginning of a separate department in the book and the succeeding pages in that department being designated by letters. Thus the index is long lived.

The prices in the bulletin are, of course, list and are subject to the regular trade discount. The rate of discount allowed by Clow (I do not know what plan is followed by competing organizations selling from the Clow book) never varies. The list prices, however, are under the continuous scrutiny of the company's cost accounting experts who revise them up or down in accordance with changing marketing conditions. This is vital; it is the feature that causes the bulletin to

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154-A

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Here's How Times Have
Changed in PITTSBURGH

FIRST in Downtown Department Store Advertising

In September the Sun-Telegraph carried 461,459 lines of downtown department store linage—20,058 more lines than the other evening and Sunday newspaper. Five of these six great stores in Pittsburgh's golden triangle placed their greatest advertising dependence on the Sun-Telegraph.

Based on figures for the following stores: Frank & Seder, Gimbel Bros., Horne's, Kaufmann's, McCreery's and Rosenbaum's.

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

89 new
accounts
invested
\$417,585
in

Hearst's International
combined with
Cosmopolitan

In the first 10 months
of 1931

THE CLASS MAGAZINE

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129 old
accounts
invested
\$556,454
more
in

Hearst's International
combined with
Cosmopolitan

In the first 10 months of 1931
than in the same months of 1930

AN INVITATION TO YOU!

Why Not
Ask Us
for information
on to-day's
Northwest
Market ?



THE information you need about Northwest (Minnesota and the Dakotas) demand and distribution in your line is available to you without cost. Letting our Dealers' Service Department make your Northwest market study for you places you under no obligation. Don't hesitate to ask for what you want.

But why not get first-hand information? Come yourself! THE FARMER cars are at your service with an experienced FARMER representative to accompany you on a personal visit to Northwest stores, farms and wholesale houses.

Autumn is a lovely season in the Northwest. You'll enjoy the trip. Just tell us when you want to meet us at St. Paul. Our survey trips for other manufacturers and advertising agencies have brought us many a sincere thank-you. If we can please you as much we will feel well rewarded.



Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue
Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

be so widely used as a standardized price list. But, with the rate of discount always remaining the same, the Clow customer always knows what he has to pay for any of the items listed.

Sending out of a great number of new pages which are inserted in a catalog of this sort during the course of a year is a tedious and rather an expensive procedure if not properly systematized. The Clow method is to print the new pages in multiples of eight and to mail them in quantities of thirty-two to forty pages at one time, paying the third-class rate of 1½ cents for each two ounces. Up to eight ounces in one enclosure can be mailed in this way. If the loose-leaf sheets do not weigh the full eight ounces, miscellaneous circular matter is enclosed also. This is declared to be the most economical way in which such material can be mailed.

A day or two before the new pages are mailed, every subscriber gets a letter notifying him that they are on the way. Arriving in a bunch, they can be inserted in the book much easier. After all, the customer has to be considered, since a loose-leaf catalog is effective only insofar as he can be persuaded to regard it seriously enough to insert the new pages promptly.

T. E. Basham, Vice-President, Homer McKee Agency

Thomas E. Basham, until recently president of the former Thomas E. Basham Company, Louisville advertising agency, has become associated with The Homer McKee Company, Inc., as executive vice-president. He will make his home at Indianapolis where the headquarters of the McKee agency is located.

Mr. Basham was head of his own agency business for twenty years. During that time he had been active in the executive councils of a number of associations of organized advertising interests.

Harry Hayden Joins Cleveland "News"

Harry Hayden, for the last three years Eastern advertising manager of *The Christian Herald*, and, prior to that, with the New York *Evening Journal* and the New York *Daily Mirror*, has resigned to become national advertising manager of the *Cleveland News*. His headquarters will be at Cleveland.

"Advertising Arts & Crafts" Under New Management

Advertising Arts & Crafts, which ceased publication some time ago, is now under new management and will be published hereafter as a monthly by a newly formed corporation, Advertising Arts & Crafts, Inc. The new ownership plans a medium in which commercial artists, for a nominal charge, may display examples of their work. The new company is headed by Ennis Geraghty, who has acquired the right to the publication name and the rights to publish a semi-annual directory of advertising artists formerly published by Lee & Kirby, Inc. Henri De Malvillain is art director of the new firm.

American Mutual Alliance Appoints Richard Harding

Richard Harding, Pacific field manager of the Emulsified Asphalt Distributors of St. Louis, is now publicity manager of the American Mutual Alliance, Chicago, a combination of The National Association of Mutual Casualty Companies, The Federation of Mutual Fire Insurance Companies and The National Association of Automotive Casualty Companies. He was formerly sales promotion manager of the Maujer Publishing Company, Chicago.

M. E. Tobias Starts New Business

M. E. Tobias, for the last four years with the Rice-Stix Merchants' Service Bureau, has organized an advertising business at St. Louis which will be known as The Ridgway Company, Advertisers. Headquarters will be at 1901 Locust Street. Warren R. Sprague is associated with Mr. Tobias in the new concern.

L. G. Bossert with Williams & Cunnyngham

LeRoy G. Bossert, formerly with the sales promotion department of the Atwater Kent Manufacturing Company, Philadelphia, has joined the copy staff of the Philadelphia office of Williams & Cunnyngham, Inc., Chicago advertising agency.

Appoints Milwaukee Agency

The Robert Brand & Sons Company, Oshkosh, Wis., store equipment and fixtures, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee advertising agency, to direct its advertising. Plans for the coming year include the use of magazines, trade papers and direct mail.

Beeman Fisher Appointed

Beeman Fisher, advertising manager of the Texas Power and Light Company, is now also vice-president of the James P. Simpson Motion Pictures Advertising Company, Dallas.

Nine Groups Schedule Meetings for A. B. C. Week

A. B. C. Week at Chicago—October 19-23—brings an unusually full schedule of meetings this year. Sessions of eight organized advertising groups will precede the key event of the period—the eighteenth annual convention of the Audit Bureau of Circulations.

The Audit Bureau sessions come on Thursday and Friday, October 22 and 23, and follow the usual program procedure. A general session on Thursday morning opens with the presentation of the annual report of President P. L. Thomson. This will be followed by talks by Thomas Beck, vice-president of the Crowell Publishing Company, and S. E. Thomson, publisher of the *Chicago Daily Illustrated Times*. The afternoon will be given over to the divisional meetings—advertisers, advertising agencies, newspapers, magazines, business publications and farm papers.

A general executive session is scheduled for Friday morning, to co-ordinate the business taken up at the divisional meetings and consider other pending matters. Resolutions will be adopted and new directors elected at this time. All sessions will be at the Stevens Hotel.

The Agricultural Publishers Association, Major Market Newspapers, Inc., the Western Council of the American Association of Advertising Agencies and the directors of the Bureau of Advertising of the A. N. P. A. will all hold meetings on Wednesday. The American Home Magazine Publishers will hold their annual meeting on Thursday and the sessions of Major Market Newspapers will be continued on that day.

The meeting on October 21 of the Associated Business Papers, Inc., will constitute an all-day discussion of current problems and will be participated in by executives of member papers. The National Conference of Business Paper Editors, which will hold its own meeting in

the morning, will meet with the Associated Business Papers group in the afternoon and will sponsor a dinner to which are invited salesmen and circulation managers. Details of the dinner program are being arranged by Earl Shaner, editor of *Steel*, Cleveland. There will be a series of brief summaries by speakers who will outline the bright spots in the industrial outlook of their respective fields.

The Newspaper Executives program will follow its customary routine, with business discussions in morning and afternoon and a luncheon meeting at noon. Negotiations for the luncheon speaker have not been as yet completed, but Alvin R. Magee, vice-president and program chairman, promises a good one. This group meets at the Stevens and meets for one day only.

Colonel Frank Knox and Theodore T. Ellis, new president and vice-president, respectively, of the *Chicago Daily News*, will be among the speakers at the Inland Press meeting at the Morrison Hotel. The program also features O. S. Wespe, president of the Newspaper Classified Advertising Managers Association, and James O'Shaughnessy.

The Agricultural Publishers meet at the Stevens to elect four new directors and consider business matters of importance, the general membership meeting on Wednesday being preceded by a directors' meeting on the day before.

The activities of Major Market Newspapers open on Wednesday morning at the Stevens with a directors' meeting, followed by a membership meeting in the afternoon. Thursday's schedule calls for a general meeting and a luncheon to be addressed by one or two outside speakers, to be announced later.

C. W. Fuller in Business for Himself

C. W. Fuller has started his own business as a publishers' representative. He will represent *The Sportsman*, *Life* and the *Theatre Guild Magazine* in the New England territory. Offices will be at 7 East 44th Street, New York, and 89 Broad Street, Boston.

PROVING... BY PRODUCING

- When Cincinnati advertisers year after year prove that The Times-Star produces greatest net profits, there can be no doubt about the right method of cultivating this market.

One medium—The Times-Star—is the major means of telling consumers in Cincinnati about your product. It reaches and influences the active buyers—at a single advertising cost.

Increase the productiveness of your advertising by concentrating in The Times-Star.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

MEMBER OF A. B. C.—MAJOR MARKET NEWSPAPERS, INC.—MEDIA RECORDS

New Heart for the Clothing Industry

With the purpose of "putting a new heart into the clothing business," a major operation was performed by Hart Schaffner & Marx at the Hotel Stevens, Chicago, last week as an introduction to its new advertising campaign featuring the slogan "Back to the Prices of Fifteen Years Ago." The operation, dramatically presented before salesmen of the company and clothing dealers from all over the country, made use of a specially arranged operating amphitheater, operating table and its attendant doctors and nurses.

The advertising campaign featuring the new slogan was introduced in 200 daily newspapers this week. Radio, business paper and magazine advertising will also be used to supplement the newspaper advertising. The campaign will stress reduced prices and increased values in men's clothing made possible through operating economies.

In announcing this injection of the elixir of life into the clothing business, Alexander M. Levy, president of the Hart Schaffner & Marx company, said: "We are tired of sitting around and waiting for the clothing business to pick up. We are convinced that we have reached the psychological moment in this depression, as it affects the clothing business, when something can and should be done about it."

This idea was the copy theme used in the initial full-page newspaper advertisements which introduced the campaign this week.

Stokes Agency Merges with Western Agency

The business of the Stokes Advertising Agency, Kokomo, Ind., has been merged with the Western Advertising Agency, Chicago and Racine, Wis. The business will be operated under the name of the Western Advertising Agency. Thornton E. Stokes, former president of the Stokes agency, joins the Western organization as executive vice-president. Other officers remain the same with G. B. Gunlogson as president; I. H. Marshall as vice-president and Taylor J. Brokaw as secretary and treasurer. The office at Kokomo will be continued.

The Continental Steel Corporation, Kokomo, manufacturer of Pioneer fence and sheet steel products, has appointed the Western Advertising Agency to direct its advertising account. Magazines, business papers and direct mail will be used.

Appoints L. & T. and L.

The La Vida Mineral Water Company, Los Angeles, has appointed the Los Angeles office of Lord & Thomas and Logan, Inc., to direct its advertising account. Newspaper, outdoor and radio advertising will be used.

This agency also has obtained the account of the Shusaver Company, Los Angeles. A campaign on the company's patented shoe tree is planned in magazines.

American Society of Sales Executives Elects

At the annual meeting of the American Society of Sales Executives held at Buckwood Inn, Shawnee-on-Delaware, Pa., the following officers were elected: Chairman, M. L. Havey, general sales manager, New Jersey Zinc Company, New York; secretary, F. P. Valentine, assistant vice-president, American Telephone and Telegraph Company, New York, and treasurer, T. J. Reynolds, vice-president, Diamond Match Company, New York.

These officers and the following comprise the newly elected executive committee: F. C. Beckwith, president, Hamilton Watch Company, Lancaster, Pa.; H. W. Hoover, president, The Hoover Company, North Canton, Ohio; Arthur C. Port, vice-president, P. H. Hanes Knitting Company, Winston-Salem, N. C.; and C. K. Woodbridge, vice-president, Remington-Rand Company, Inc., New York.

Munising Account to Dunham, Younggreen, Lesan

The Munising Paper Company, Munising, Mich., and Chicago, manufacturer of "Caslon" bond paper, has appointed the Dunham, Younggreen, Lesan Company, Chicago, to direct its publication advertising, Magazines and business publications will be used.

M. I. Meyer with Atherton & Currier

Matthew I. Meyer, recently with the former Conklin Mann, Inc., is now with Atherton & Currier, Inc., New York advertising agency, in an executive capacity. He was also formerly with the General Electric Company, Bridgeport, Conn.

B. G. Oman with Electro Broadcasters

Benjamin G. Oman, formerly in charge of the travel and financial advertising departments of *True Story*, has been made manager of sales of the Electro Broadcasters Corporation, New York, producer of electrical transcriptions.

Apollo Chocolates Appoints Sherman B. Paris

The F. H. Roberts Company, Boston, maker of Apollo Chocolates, has appointed Sherman B. Paris, Advertising, Boston, to conduct a newspaper campaign extending throughout New England and in New York State.

V. J. Kelley Joins Cone, Rothenburg & Noe

Vincent J. Kelley has joined the New York office of Cone, Rothenburg & Noe, Inc., publishers' representative, as an advertising solicitor.



CITRUS FRUIT

The citrus development around Phoenix, Arizona, has become national in prominence through a 347 per cent increase from 1920 to 1931.

Citrus groves, now as characteristic to Arizona as the native Indian, returned \$1,318,176 to growers in 1930 as part of the \$36,938,000 total value of agricultural products raised in the "baby" state of the Union.

Advertisers may now reach every newspaper reader in Phoenix and the metropolitan area at a saving of 12 or 21 per cent through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Cramer Co.

Must the ADVERTISER *Hold the Bag* *in face of declining prices?*

COMMODITY prices have dropped 30 per cent.

You get somewhere around that much less for what you sell.

Must you pay as much as you did before for what you buy?

Of course, many magazines have justified their failure to follow the price trend by making expensive editorial improvements. And the justification may be sound.

But Liberty's cost has declined 35 per cent since 1926—and beginning January 2nd, 1932, Liberty will spend over a quarter-million dollars more a year in the interests of a more attractive magazine.

A Timely Move

At the peak of a circulation success unequalled in publishing annals, Liberty was acquired last April by Macfadden Publications, Incorporated.

The first announcement was that

the winning editorial formula of dramatic, newsy, concise material by famous authors and artists would be retained. And even stepped up to the tune of \$100,000 more a year. But the second announcement betokened a move that would have striking interest for advertisers.

Paper and printing were to be radically improved.

Now, two distinct steps in this direction have already been taken. And recently the third was indicated by press dispatches telling of the largest quality paper order ever placed by a single magazine. Involving an expenditure of \$160,000 more, a year.

This latest advantage will be apparent in the issue of January 2nd, 1932.

What Advertisers Get

This season advertisers everywhere are putting Liberty on their desks for consideration.

THE YARDSTICK OF

COMPARE

*With Any
Other Magazine*

1. HOW MUCH?

Liberty averaged 2,401,416 weekly circulation for 1930, 2,411,612 for the first half of 1931.

2. WHO?

Liberty is deliberately edited for both men and women. It is read by 2,750,000

men and 3,009,000 women. Result records have been broken for men's and women's products alike.

80% of all Liberty families above \$2,000 income class

65.8% U. S. average

52% own homes 37% U. S. average*

84% have telephones

39% U. S. average

58% have radios 46% U. S. average

50% have vacuum cleaners

37% U. S. average

They
buys:

Liberty

Average

Average

Average

Magazine

Faced

Post-De

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Liberty

50 pe

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45 pe

Mo

98 pe

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They are finding that their dollar buys:

Liberty 565 families
Average of 3 other Weeklies . . . 377 families
Average of 2 Monthlies . . . 391 families
Average of 6 Women's
Magazines 286 families

Faced with the problem of matching Post-Depression profits with Post-Depression advertising value, they find that the Liberty dollar gives them:

50 per cent more families than other Weeklies

45 per cent more families than Monthlies

98 per cent more families than Women's Magazines

What They Are Doing

That advertisers welcome the opportunity of enjoying for themselves the increased value that they have already passed on to the consumer may be seen from this statement: Within 60 days of the announcement of new management, 92 advertisers and 58 agencies had placed \$1,521,677 in new Liberty orders.

And from the rate at which new orders arrive as the main list-making season approaches, it would seem that fewer and fewer advertisers are going to be content to hold the bag so long as this major medium offers them a way out.

Write without obligation for booklet: "To every man with \$1 to spend in advertising." Liberty Magazine, 2747 Graybar Building, New York City.

AMONG ADVERTISERS NOW APPEARING IN LIBERTY

American Safety Razor Corp.
American Tel. & Tel. Co.
American Tobacco Co.
Axton-Fisher Tobacco Co.
B. V. D. Co.
Barbasol Co.
Bauer & Black
Beech-Nut Packing Co.
Borden Co.
Bristol Myers Co.
Brown & Williamson Tobacco Co.
Chesebrough Mfg. Co.
Chl., Mil., St. Paul & Pac. R.R.
Chrysler Motors Corp.
Cluett-Peabody & Co.
Coca-Cola Co.
Columbia Pictures Corp.
Crosley Radio Corp.
R. B. Davis Co.
Jos. Dixon Crucible Co.
Encyclopaedia Britannica, Inc.

Ethyl Gasoline Corp.
Florida Citrus Exchange
General Motors Corp.
Gillette Safety Razor Co.
Alexander Hamilton Institute
Hewes & Potter
Hinsz Ambrosia, Inc.
Chas. E. Hires Co.
Houbigant, Inc.
Indian Refining Co.
International Mercantile Marine
Jantzen Knitting Mills
Johnson & Johnson
Kellogg Co.
Kolynos Co.
Kress & Owen Co.
Lambert Pharmacal Co.
Larus & Bros. Co.
Lever Bros. Co.
Liggett & Myers Tobacco Co.
Mennen Co.

Philip Morris & Co.
Northwestern Yeast Co.
Norwich Pharmacal Co.
Parker Pen Co.
Peppodent Co.
Pompeian Co., Inc.
R. C. A.-Victor Corp.
R. J. Reynolds Tobacco Co.
A. G. Spalding & Bros.
Stanco, Inc.
A. Stein & Co.
Texas Co.
Vapo Cresolene Co.
Veldown Company, Inc.
Wander Co.
G. Washington Coffee Co.
L. E. Waterman Co.
R. L. Watkins Co.
Western Clock Co.
W. F. Young Co.
Zonite Products Corp.

Liberty . . . a weekly for the whole family
PRICED FOR POST-DEPRESSION

CIRCULATION QUALITY

34% have electric washers
29% U. S. average
15% have mechanical refrigerators
8% U. S. average

* In cities covered by Starch Survey


3. WHERE?

Liberty concentrates three-quarters of its circulation in cities over 25,000 population. Liberty places more circulation here (where major part of all retail business is done) than any other magazine.

4. HOW READ?

Liberty is wanted enough by its readers, that 99% of them buy voluntarily week after week. No expensive subscription crews are necessary to sign up readers 6 months or a year or two in advance. 99% single copy circulation is 99% guaranteed-to-be-read circulation.


Then, instead of burying 90% of its advertisements after the start of the last story, Liberty alternates advertisements and story leads throughout the book. Surveys show this nearly doubles readers-per-advertisement.



"I LIKE to be seen in good company. Thus, when THE ELKS MAGAZINE asks me to do a sports article I get a big kick out of going to bat for them along with the distinguished writers who make its pages so outstanding in interest and enjoyment."

Sol Metzger

SOL METZGER



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How Business Papers Are Used to Promote Radio Programs

A Survey of What Advertisers Think About Trade-Paper Tie-ins

By Bernard A. Grimes

ANY offer which an advertiser makes to create interest in his product is something that he may talk about profitably in his advertising. The offer may be a booklet, a sample, a souvenir, any one of a number of inquiry devices or good-will builders, or it may be a radio program—but it needs to be advertised if it is to be made known and sent for or listened to, as the case may be.

It is acceptance of this principle that leads almost every advertiser to advertise his radio advertising in other advertising mediums. There are advertisers who resent acknowledging the necessity of advertising their advertising, who believe that advertising should only advertise their product. Nevertheless, these same advertisers, if they do not make their radio advertising a subject of special reference in other media, will use other media at least to the extent of announcing their initial radio broadcast.

Audiences are needed and there is competition for audiences to listen to programs, just as there is competition for buyers for the products of those who sponsor radio programs. An advertiser turned entertainer must, like a good showman, also be a good promoter.

Previous articles in *PRINTERS' INK* have described radio promotional activities in general and with reference to newspaper and direct-mail tie-ups in particular. This article takes up for consideration

the place of business papers in the plan of program tie-up.

One does not need to go to advertisers for their experiences and their opinions, though this has been done in order to obtain specific in-

They Sing and they Sell



THE PABST-ETT VARIETIES

every Tuesday and Friday over coast-to-coast Columbia hook-up

Same Tuesday or Friday, now in the Pabst-ett Variety Program.

You'll like it. You'll like the melody, you'll like the wit, and you'll like the level setting, all that are put over the Pabst-ett every in a big way.

And by all means remind your customers to listen in, if they aren't already. Talk Pabst-ett Varieties—both the program and the products. Be sure that your readers and customers are never without a full display of

Pabst-ett in all four Varieties—Standard, Super, Brick and Plaster.

Write for free display cards, and see out this schedule for quick reference. Remember, the Pabst-ett program is now through the Columbia network in 25 leading cities every Tuesday and Friday.

2 P. M. Eastern Daylight Saving Time; 1 P. M. Eastern Standard and Central Daylight Saving; 12 noon Central Standard; 11 a. m. Mountain; 10 a. m. Pacific Coast.

PABST CORPORATION

Milwaukee, Wisconsin

NEW YORK • PITTSBURGH • CHICAGO • KANSAS CITY • INDIANAPOLIS • ATLANTA • DAYTON

There Is a Growing Popularity for the Plan of Using Pictures of Program Entertainers in Business-Paper Advertising

formation. A comparative study of current business-paper advertising with that of only two years ago will reveal a growing tendency among radio advertisers to talk about their radio campaigns in their business-paper copy.

There may only be a footnote or a line of incidental reference. There may be a double-page spread, with the radio campaign featured. It is realized that most radio advertising

has its results focused on the point of sale, the retail outlet. This is the place where good-will translates itself into user purchase. This is the place where display will perform reminder work. At this place only the most optimistic advertiser will trust to chance that his goods or his display material will be put to use.

Because radio might be a new venture for an advertiser he is inclined to be carried away with the newness of his new activity as a talking point but the wise radio advertiser goes further. He talks to his dealers about his program in terms of the direct profit which the program is to bring to them.

Trade-paper advertising of radio campaigns, on analysis of a number of advertisements, rather generally may be divided as featuring one or a combination of the following messages:

1. Announcements, either of new programs or changes in a current program.
2. Listing of stations.
3. Information regarding character, purpose or progress of program.
4. News about program personalities.
5. Photographs of entertainers.
6. Illustrations of special display material offered for program tie-up.
7. News about productive results of programs.
8. Descriptions of plans for tie-up by the retailer. These can be suggested plans or they can be reports of plans initiated by dealers and found to be successful.
9. Details of special features incorporated into the program, such as contests for listeners.
10. Educational copy which aims to win dealer good-will and active support by discussing the advertiser's radio efforts, interpreting these in terms of benefits sought for the dealer.

These various messages and their uses obviously vary in relation to an advertiser's individual problem. If he is not using a nation-wide broadcast, he must be careful not to offend a group of dealers whose territory is not getting the support

of a selling effort played up in business-paper advertising.

Too often it is unwise merely to have copy which boasts or over-emphasizes the advertiser's satisfaction with the addition of radio advertising. Very likely his dealers won't care whether he is on the air Tuesday nights or not and they will continue to be unemotional until the advertiser can talk to them in terms of profit-to-the-dealer. Dealers won't be moved to effort without a plan, without stage properties they can use. Just how far an advertiser is prepared to go to provide plans and materials will likely determine how much he can stress certain appeals in his business-paper advertising of the program.

Most advertisers of low price product units, sold through thousands of outlets, view their radio advertising as just another avenue of sales effort. They make little or no endeavor to play up anything other than the fact that they are on the air with a program that is popular and which is proof of the support they are rendering their dealers.

They may feature window strips or low cost displays or splurge the news of special talent or popular contests. Advertisers selling higher priced units with fairly limited outlets may offer substantial display tie-ups which justify special featuring in trade paper copy.

An outstanding user of business-paper advertising of radio programs is McKesson & Robbins, Inc., which has built all such advertising around its radio program. Its program is special in purpose. Representing wholesale interests, the program is designed to impress the retail druggist with McKesson's sincere desire to enhance the druggist's position with the public. Full-page business-paper copy, editorial in content, plays up this aim, reports the progress of the radio campaign and strives to win greater good-will for the independent druggist.

In contrast to straight copy, there is the growing popularity for the plan of using pictures of program entertainers. Such pictures get at-

I've Found Out Where I Live



I've always given my address with a touch of pride, but this morning our Market Research head gave me an awful jolt by telling me I'm living in the exact center of the hamburger district, when all the time I thought I was in the filet mignon section. I might say that this gent knows more about the private lives of the denizens of Los Angeles than they do themselves. He can tell you just how many cases of ginger ale are absorbed in any block and how many families use malt extract for cooking purposes. Furthermore, he knows how many women are letting their hair grow this fall and in what sections the girls are strong for reducing. And, speaking of reducing, I'm told that the Ralston Purina Company is using The Examiner exclusively to put Ry-Krisp—that crisp and crunchy “Stay Slim” wafer—into the homes of the 2,500,000 Moderns who live within a 40-mile radius of The Examiner's pressroom. Of course, with the largest morning and Sunday circulation in the West, this brisk and different newspaper is doing its usual thorough job. And here's a moral for all space buyers: If you really want to know whether the product you're handling is headed in the right direction for snappy sales and quick turnover in America's fourth largest market, just call any Examiner representative and have him show you a real Los Angeles market study that will be a sales eye opener!

W. W. CHEW
572 Madison Ave.
New York

S. P. LA DUE
625 Hearst Bldg.
San Francisco

J. O. GALBRAITH
612 Hearst Bldg.
Chicago

A. R. BARTLETT
3-129 General Motors Bldg.
Detroit

LOS ANGELES EXAMINER

Put Your Message Before the Moderns

tention. They would be out of place in a business paper ordinarily but they have a direct bearing on what the copy has to say and this justifies their use in addition to their value as unusual eye-stoppers. A good example is the Pabst advertisement reproduced with this article.

The headline "They Sing and They Sell" dramatizes the opinion expressed by a floor-covering advertiser, who has this observation to contribute: "Chiefly, we emphasize the point that our broadcast is singing good-will to millions of retail customers and prospects from coast to coast and that merchants who say, 'we sell them' most effectively will derive the greatest profit from the broadcast."

Another good example of a series of trade-paper advertisements built solely around a radio program was conducted by the International Shoe Company. There were individual radio programs for four of its brands, one each for Red Goose, Vitality, Diamond Brand and Star Brand Shoes. Each program had its own supplementary campaign of trade-paper copy devoted to it.

Don Southgate, advertising manager of the Shur-On Optical Company, sums up his company's policy with the statement that when the radio program has sufficient news value to be self-sustaining, as relates to announcements, the program is featured. Later, when the novelty wears off, the program is featured only incidentally in Shur-On trade-paper copy. This policy is followed in not a few instances, but the advertisers doing so report that their copy always includes mention, at least, of time of broadcast and stations.

A food advertiser reports that reference to broadcasts had to be discontinued due chiefly to lack of space. Instead, an occasional advertisement is devoted entirely to playing up the program, especially when some special talking point presents itself.

At this junction should be noted the criticism of an advertiser who prefers not to have his name mentioned. He is opposed to any incidental reference to any advertising

activity, radio or otherwise, in his advertising. His reason: "We advertise to get over a selected message. I don't believe in cluttering up my copy with postscripts and marginal notes about topics that are irrelevant. If a postscript is of worth-while importance, make it the subject of an advertisement to run by itself. If it is not worth that, then forget it. A piece of copy should not have gadgets strung all through it like a Christmas tree." This opinion, straightforward as it is, is in minority company among the advertisers whose opinions have been sought.

From incidental mention, business-paper copy runs to many and extended uses. A summary of some current practices will best illustrate what is being done.

Pacific Coast Borax plays up the stars of "Death Valley Days." Copy tells dealers how thousands of housewives are following suggestions given in the program which lead to greater use and sales of this advertiser's products.

The American Chain Company in its radio program created a character which brought to life the Acco Giant who has long been a feature illustration in *Weed* magazine copy. The Acco Giant was made the master of ceremonies in the program. When it came to trade-paper advertising of the program, the Acco Giant was made a topic of news for while he had always been seen before, dealers were now told that he could be heard.

Procter & Gamble deliver a straight selling talk telling retailers that "daily broadcasts make 'radio selling' most effective." The daily programs are listed, followed by the line "Evening Broadcasts, Too."

The Sperry Flour Company headlines full-page copy with "Now on the Air, 'the 3 Sperry Hotcakes.'" The entertainers, in costume, are shown gathered about a camp fire, one of their members tossing hotcakes in the air. Copy reads as follows:

The two things that women want most of all in a prepared flour are the two very things in which Sperry Pancake and Waffle flour has been specially perfected.

The Three Sperry Hotcakes will

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Today
San Francisco Examiner
6 A.M. EDITION

FIVE KILLED AS TORNADOES SWEEP MIDWEST

Legion Sings Beer Demand as Hoover Ends Bonus Speech

Commons' Stand Abandoning Gold Approved by King

James E. Feltz, Former Prisoner, Accused by Jury

All You Need To Know About San Francisco Newspapers !

When you turn space-buying eyes Coast-ward and begin to think of this rich Northern and Central California market, say to yourself :

"More families buy the Examiner than buy any other San Francisco paper."

When you face a competitive sales-argument that sounds good, but which may be costly to test, say to yourself :

"More general, more retail and more classified lineage appears in the Examiner than in any other San Francisco paper."

When you ask yourself why both statements are true, you find in your answer all you need to know about San Francisco newspapers !

San Francisco EXAMINER

★ ★ ★ It Takes to SELL the

Superficial Coverage won't
do the Job

NATION'S BUSINESS, alone, of
all Business Magazines,
offers PENETRATION • • • • •

City by City—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. Its circulation is approximately four times that of any other business publication—its rate per page per thousand is approximately half that of the next lowest.

Penetration Business Market

*IN CHICAGO, for instance:
NATION'S BUSINESS reaches 1,264 executives in 233 of the city's 250 leading business establishments.
That's 93% coverage of the firms, with an average of 5.4 executive subscribers in each.
That's PENETRATION.*



(Don't Let Down)

Set Seattle to Buying and *NOW*...

The newspapers of America are recognizing it as good medicine for the entire nation!

In short, "D. L. D." is a progressive newspaper promotion campaign urging the people to ride out of depression by keeping up their standard of living and maintaining their buying confidence.

"D. L. D." is an idea created by the Seattle Post-Intelligencer, which has met with the enthusiastic support of every business man and Service Club in the Pacific Northwest; just an idea that overnight sprang into the being of a giant force, working for the betterment of business and the restoration of public buying confidence.

It's A Tremendous Success!

D. L. D. on your efforts for national advertisers in this field of a million moderns who are responsive to nationally advertised products.

All the facts on the Seattle Market are available through any one of our National Representatives.

W. W. CHEW.....572-6 Madison Ave., New York City
J. D. GALBRAITH.....612 Hearst Building, Chicago
A. R. BARTLETT.....3-129 Gen'l Motors Bldg., Detroit
SLAYTON P. LADUE.....625 Hearst Bldg., San Francisco

SEATTLE POST-INTELLIGENCER

put over this story to thousands of radio listeners each week.

Fan fashion, hand-lettered words explained a broadcast issuing from a radio sketched in an Iodent advertisement. Phrases recite the selling assets of Iodent's radio campaign. This copy was captioned "Singing the Story of Iodent to Millions."

One advertiser takes advantage of a broadcast adapted to stimulate a seasonal demand for his product, by offering a special display piece to be used as a timely tie-in.

Chesebrough, in advertising to the drug trade, reproduces a letter from a druggist who relates how the Real Folks program helps him to sell the advertiser's products. This letter appears under the caption, "The Proof of the Pudding."

Sometimes a program may have some feature which naturally lends itself to prominence in business-paper copy. A program for Peter Pan fabrics by Henry Glass & Company is a case in point. Fourteen fashion broadcasts by leading style authorities was news to the trade as well as the public. Trade copy carried a photograph of the speaker on fashion, whose spring opening was being broadcast from Paris. A reproduction of the Peter Pan label appeared under the sponsorship announcement.

"How to use this newest force in retail merchandising," is the caption of a Libby, McNeill & Libby advertisement. As it suggests, there is given a definite plan for tie-in work, summed up in four steps:

1. Use a radio window poster—offered free on request.

2. Display prominently the Libby products recommended in the last broadcast.

3. Make window displays, using special price cards and posters.

4. Remind customers often of the Libby Radio Hour.

"Focus the full effect of the campaign in *your* store," the dealer is told. "Insure maximum profits from the Libby Hour by adopting this *complete* merchandising plan."

Shur-On Optical devoted one advertisement to the results of a questionnaire sent to 25,000 opti-

cians in the territory covered by its radio chain. The results dealt with their acceptance of the radio campaign.

McKesson & Robbins extended an invitation, via trade-paper copy, for druggists and their families to be their guests at program broadcasts, when in New York. Dealers were told to write for reservations.

These brief descriptions afford some indication of the scope that can be covered in advertising the program to the trade. There is only one sure bit of advice that will meet all problems. That is, if the program is advertised, be sure to give the time of broadcast and list the stations. Don't urge or invite the dealer to listen and expect him to go hunting for you on the air.

W. S. Nordburg with Chicago Suburban Group

William S. Nordburg, vice-president of the Wm. H. Rankin Company, Inc., at Chicago, has resigned to become managing director of the Chicago Suburban Quality Group. Mr. Nordburg has been with the Rankin agency for the last twenty-one years, working up through various positions to the vice-presidency, a position which he has held for the last five years.

The Chicago Suburban Quality Group is a newly incorporated organization in which publishers of eight weeklies in the Chicago area have become associated to sell their space as a unit to national advertisers. The group includes the *Oak Park Oak Leaves*, *Evanston Review*, *Wilmette Life*, *Winnetka Talk*, *Glencoe News*, *Highland Park Press*, *Lake Forest Lake Forester*, and *Maywood Herald*. All have adopted a standard page size beginning this week.

Mr. Nordburg's headquarters are at 8 S. Michigan Avenue.

Harvey S. Hayden has joined the sales staff of the Chicago Suburban Quality Group.

Emerson B. Knight, Inc. Changes Name

Emerson B. Knight, Inc., Indianapolis, Ind., research organization, has changed its name to Market Research, Inc., in order to describe better the nature of its business. There will be no change in the officers of the company, Charles E. Knepper continuing as president, William R. Wright and Wilbur F. Grant as vice-presidents, Ryland D. Pratt as treasurer and Elma E. Simmons as secretary. This organization has operated under the name of Emerson B. Knight, Inc., since 1919.

F. W. Crankshaw, formerly with Amos Parrish, has joined the company to direct its department store activities.

Building a Profitable Prospect List

How the RCA Radiotron Company Cut Its Old List in Half, Saved Money and Increased Sales

By Roy Dickinson

I can think of nothing which would have a more beneficial effect upon the high cost of selling than some emergency which would compel sales managers in all lines of business to discard half or two-thirds of their prospect lists; to throw away a great majority of the big lists of names they have built up for sales solicitation.

Vice-President of a Leading Automobile Company.

WHEN the vice-president made that statement to a group of his friends and competitors at a recent meeting, he called attention to one of the great wastes of modern selling. Every time automobile men, economists, professors, food manufacturers or any group get together the talk will somehow get around to the high cost of selling and the waste in distribution. When the whole matter is analyzed it is usually seen that the biggest waste any company has to contend with is the money it spends on prospects who can never be profitable. Any manufacturer with real selling assistance to give his retailers often hands out the finest resale plan, the most interesting display material and other expensive sales aids to people who can never use them intelligently or profitably. His sales force makes many calls on prospects whose potential is so small that even if they were landed as customers it would take five years of steady orders before they paid a profit.

How the RCA Radiotron Company winnowed an unwieldy list and kept on its books as real distributors those people with whom it was profitable to do business, is an interesting story. The method

is one which would work in many other lines of industry.

The problem facing the company and the simplicity of the plan adopted to overcome it are two points which commend it strongly. For in the first place, after what was to happen in the radio business did happen, it was almost impossible for the company to discover how many of the prospects on its books were people now driving taxicabs, acting as barbers or beauty-parlor experts or still running a radio shop. There on the books were more than 40,000 names. A check-up through the usual channels would have been expensive and taken a long time. The company had a carefully worked out plan to help each one of its logical prospects to do more business and it wanted quick action. The sales department decided right at the start that unless a dealer

RCA Radiotron Co., Inc.
HAWAII, HAWAII

1931 HEADLINER ENROLLMENT

As a HEADLINER (STAR) Dealer for RCA Radiotrons, I Pledge

1. To periodically display RCA Radiotrons in my store window.
2. To keep RCA Radiotrons on display inside my store.
3. To actively merchandise RCA Radiotrons.
4. To use RCA Radiotrons in my radio service work.

As a HEADLINER (STAR) Dealer I Am To Receive

special merchandising cooperation and sales aids being supplied on the various dates of this enrollment form.

As Evidence of My Desire To Fulfill My Pledge

I am giving on order for _____ RCA Radiotrons to: _____
for shipment and servicing at some time during January and February.

Name _____
Street _____
City _____ State _____

Signature _____ Date _____

Approved: _____ Signature _____ Date _____

This Is the Pledge That Radiotron Dealers Were Asked to Sign

was ready to order at least fifty RCA Radiotrons, he wasn't going to be a profitable man to do business with. It was also decided that the dealers who were ready to make an investment in double that number of tubes were entitled to twice as much merchandising assistance without cost to them as were the men who would order only half as much.

The plan, to get the interest of the live ones out of the topheavy list of unknowns, had to be good. That was the starting point. Get the plan ready (a well-conceived plan as sure as any plan can be to build profits for the kind of a man who will go through with it), then keep on the list only those dealers who accept the plan, promise to work it, make a real investment as evidence of good faith. That was the simple story behind the "headliner" plan and it worked like a breeze.

In the first place a campaign was waged on dealers through the publication "Good News" and other direct mail, to sell the idea that radio tubes were the razor blades of the radio industry. Just as a good razor may last a lifetime, but new blades must be bought frequently, likewise the company told the dealer that the average radio set lasts for five years, but tubes must be renewed yearly. By facts and figures the company sold to its whole prospect list the idea of the big business possible on tube renewals. The company showed how by its national advertising it was educating all set owners to change their radio tubes at least once a year, and to keep spare tubes on hand.

After the usual work on the dealer showing him how many magazine messages were going to be read by his prospects, listing the various selling aids and all the rest, then the company squarely put up to the whole list of prospects its new "headliner" idea. Every one on the big list was told that he could qualify as an RCA Radiotron headliner dealer.

(1) If he would periodically display Radiotrons in his window.

(2) If he would keep Radiotrons on constant display inside his store.

(3) If he would actively merchandise the products by the plan shown him.

(4) If he would use RCA products in his service work.

(5) If he would place an order for (a) 100 Radiotrons to qualify as a headliner star dealer, (b) fifty Radiotrons to qualify as a headliner dealer.

The dealers were told frankly that the "star" dealers, because of their larger orders, would receive a proportionately greater merchandising assistance from the company. Every person on the prospect list was told that an order should be placed with his wholesale distributor for shipment and invoicing at some time during a two-month period. As a matter of fact the headliner "star" dealer, that is the man who would order at least 100 Radiotrons, was given twenty-two different items in free merchandising service as against thirteen free services for the man who ordered fifty Radiotrons.

Both of them were given thirteen sales aids upon which they shared the cost with the company.

Both of them were to receive the publication "Good News" every month, an up-to-the-minute dealer-help magazine containing much "how to" material. Both were to receive window displays of three different kinds, both were to receive the Radiotron reference book giving details of installations together with a great mass of information on all phases of the business, but the "star" dealer received twice as many. The "headliner" dealer, the man who ordered fifty, received the business-building sales letter series, reference cards, catalogs and price lists, lantern slides, transfer slips, identification decalcomania, and a layout book.

The star dealer, the man who ordered 100 Radiotrons, received a complete plan for building a service department in his store, technical bulletins, a postcard campaign designed to make his customers renew their tubes, a series of six booklets for the same purpose, a muslim banner and address labels.

The material upon which the cost was shared between the company and the dealer consisted of

such things as giant tubes for display, the Selling Fool described previously in **PRINTERS' INK MONTHLY**, blotters, packing case moistener, flood lights, modernistic displays, broadcast station directories, and other similar material.

This story was told in "Good News" and in the same issue there was a pledge of good faith. By signing this pledge of good faith, the company said, "You are immediately enrolled as a headliner dealer and during the selling season will receive proportionately greater merchandising assistance."

The net results of building the plan, putting it up to the dealers to sign the pledge to adopt it or else get off the list entirely, was eminently satisfactory. In the first place, the sales of Radiotrons during the period exceeded estimates by 550,000. This is the figure by which the sales exceeded those which could have been expected without the activity of freshening up the mailing list by cutting it down. Some dealers, of course, did not see the proposition or overlooked it, but at least 14,000 of them signed up in the time specified. Those dealers who later on were anxious to qualify on this plan were given a special plan which made their enrollment easy during a later period. The late members were entitled to receive credit on purchases made between the date of the signing of the application and two months later. Thus, if their orders during that period totaled fifty Radiotrons, they were automatically enrolled as "headliner" dealers, and if orders totaled 100 or more they were later enrolled as headliner "star" dealers. These purchases had to be made from the regular distributors of the company.

In addition to the big sales results, the headliner activity certainly helped concentrate the viewpoint of the distributor salesman on the possibility of the tube business. A sales and idea contest helped accomplish this. It showed the company which distributors were willing to cooperate with the company and the ones which were not. The analysis of the results

showed the company that 20 per cent of the men on the list contributed 80 per cent of the two types of dealers who, by their action, proved that they meant business.

The results of the plan indicated a more effective use of the sales promotion material by the retailers who could use it. For if the headliner plan had not provided the company with a better radio dealer mailing list, and if the company had not arbitrarily thrown overboard all dealers who would not take up the plan, the distribution of its subsequent display material would have cost the company at least \$15,000 to \$20,000 more, most of which would have been waste.

Undoubtedly, the smart thing for the modern manufacturer to do in a year like this is to spend his time and money on the active dealers who can go out and get him the business. There is no better way of doing this than bringing the list up to date, and cutting out the deadwood. One way of accomplishing this is to build a plan worked out for the benefit of all dealers and then keep on the list only those who adopt this plan and show their willingness to work with a company that is trying to help make them a profit.

"Iron Age" Appoints H. K. Hottenstein

H. K. Hottenstein has been appointed Western manager of *Iron Age*. He will make his headquarters at Chicago, where he succeeds F. S. Wayne, resigned. Mr. Hottenstein was publisher of *Sanitary & Heating Engineering*. When a controlling interest in that publication was acquired by the United Publishers Corporation and the publication was made a part of the *Iron Age* unit, Mr. Hottenstein continued as business manager of the publication, which has since become *Heating & Sanitary Age*.

Don Smith Joins "Pictorial Review"

Don Smith, for the last four and a half years with *Liberty*, and formerly advertising manager of the meat division of the Cudahy Packing Company, has joined the Western staff of *Pictorial Review*.

Has Glass Container Account

The Glass Container Association, New York, has appointed James F. Newcomb & Company, New York, to direct its advertising account.

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Why not let us handle your
mailing pieces from start to finish
—planning, writing, illustrating
and printing? As an example of
our ability to handle a complete
job, let us send you "WATER-
WAYS AND WINDING ROADS."

O G D E N
PRINTING CO., INC.
209 West 38th St., New York

The New BON AMI

An Outstanding 93



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AM de Luxe PACKAGE ling 931 Campaign

And Crowning the Package The SEAL of



Good Housekeeping Institute

Bon Ami has walloped Old Man Depression by putting on the market a specially designed package for one special use—a modern container made to harmonize with modern surroundings—the “Bon Ami de Luxe Package for Bathrooms.” A smart, new package wrapped in Cellophane...and crowning the container, sealing the Cellophane wrapper—Good Housekeeping Institute Seal of Approval, printed in gold.

The Good Housekeeping Seal was selected for that place of honor after the Bon Ami organization and its advertising agency, McCann-Erickson, had made a study of the consumer market and discovered for themselves, among other things, the unique confidence the homemakers of America repose in this Seal. Possessing this symbol with its franchise on public faith, they wisely made use of its supplementary selling power.



GOOD HOUSEKEEPING

Everywoman's Magazine

Fleet Street Honors a Pioneer

A GREAT company assembled at the Savoy Hotel, London, on September 22, to honor Thomas Russell, London correspondent of *PRINTERS' INK* for more than a quarter century. The occasion had its origin in a wish to recognize Mr. Russell's work on behalf of the advertising profession and his association with advertising for fifty years. How fully and strongly that desire was felt, and how many are his well-wishers, was revealed by the gathering.



Thomas Russell

Lord Camrose, who presided, recalled how, in 1901, when the *Advertising World* was launched, he sought Mr. Russell's advice. The business history of Mr. Russell and his services to advertising were reviewed by Lord Camrose.

Joining the firm of the late John Morgan Richards in 1882, Mr. Russell had been twice around the world opening up businesses in the service of that firm. In 1905 he joined the London *Times* as advertisement manager, obtaining what was a record salary in those days. In 1908 he went into practice as the first "advertisement consultant," which term he coined. In 1910 he founded the Incorporated

Society of Advertisement Consultants. He has been president of that body ever since.

In conclusion Lord Camrose said that there had been a desire to mark this occasion by a gift, and rather than give him a coffee set, which he would probably refuse, or a wireless cabinet, which might be ruined by its admirers before he got it home, it had been decided to let the presentation take the form of a check. Lord Camrose thought there would be no lack of judgment in allowing the amount to be known and he thereupon handed to Mr. Russell, amid warm cheering, an envelope bearing the inscription "To dear Thomas Russell from his friends in Fleet Street and Beyond," and containing a check for £750.

Mr. Russell, in his speech of appreciation, said that paradoxically the sun of advertising had risen in the West with *PRINTERS' INK*, which had been the great formative influence of the period. Prior to that time, the service agency, he explained, did not exist and advertisers wrote all their own copy, and pretty bad it was. Largely through *PRINTERS' INK*'s influence, by the end of the last century the modern spirit of advertising was beginning to inspire a new advertising world.

Mr. Russell recalled that he had been elected a Fellow of the Incorporated Sales Managers Association and had been one of its vice-presidents. He is one of the original members of the Thirty Club and still treasures his silver badge of office as its second vice-president.

He concluded by saying that he had been told that he had a quarter of an hour in which to thank his friends, and that it would seem to him that a quarter of a lifetime would not be too long.

Transferred by Erwin, Wasey

Shafto Dene and Arthur H. Terry of the Chicago office of Erwin, Wasey & Company, have been transferred to the New York staff. Mr. Dene has been assigned to the copy department. Mr. Terry will act as an assistant account representative.

J. Burton Stevens has been added to the New York art staff.

8, 1931

Consultant of

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Oct. 8, 1931

PRINTERS' INK

FOR two consecutive months—July and August—the Washington (D. C.) **Star** has led every newspaper in the country in advertising lineage—which substantiates two important facts:

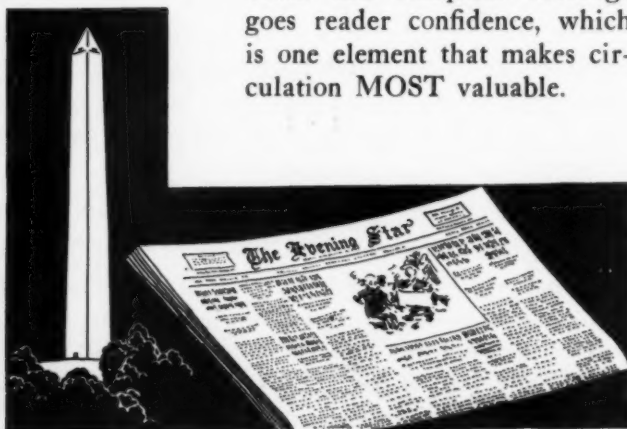
That acute depression is notably absent in Washington.

That business here is pursuing the even tenor of its way, with normal buying responsive to advertising appeal through the medium of **The Star**—and at the lowest advertising cost, for **ONLY The Star** is needed to cover the Washington Market from one end of the 25-mile shopping radius to the other.

With this complete coverage goes reader confidence, which is one element that makes circulation **MOST** valuable.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.





I SING—lead orchestras—put on acts—deliver lectures and tell stories. I get attention and while I've got the people distracted, that's when you try to slip over your advertising message.

I am the entertaining kid. I don't hesitate to walk right into the homes. I get in through the radio, magazines, newspapers and the mail.

People like to be entertained. It is true that they pay more attention to me than to your advertising messages but I am not to blame if my attractive personality is distracting.

If you feel that I overshadow your advertising too much, why not use pure, unadulterated advertising?

In other words, use the Street Car cards. They never get into living rooms yet more people see them than is generally known. The Street Cars of the United States carry more than One Billion, Two Hundred Million passengers every month. How many years would it take your

1931

Oct. 8, 1931

PRINTERS' INK



ver lee favorite magazine to sell enough copies to approach this
 ile I've tremendous circulation?

lip over the people see the car cards when they have nothing else
 o do. They are not able to tune them out or turn them
 lk right from sight. The car cards are always front cover posi-
 gazines ons, riding with the people for long periods of time
 very day in the year.

ney pay street Car advertising is advertising without distraction.
 essages it reaches far more people, when they are receptive to
 ality is advertising, than any other medium.

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A. R. Barnard

National Advertising Manager

STREET RAILWAYS ADVERTISING CO.
220 WEST 42ND STREET, NEW YORK, N. Y.

(Offices in all large cities)

By the 15th, S-U-R-E!

A Food Company. Changed marketing conditions demanded an immediate announcement. 600,000 broadsides in color were required. First delivery before the 15th, s-u-r-e.

We prepared the layouts, created the art work, wrote the copy, set type from photo-stats while superintending the production of 144 engravings. All roads met in our press room at Zero Hour.

On the morning of the 12th, three days ahead of schedule, our trucks made delivery at our client's door.

Service was paramount. Quality could not be skimped, and the cost, we are told, was "highly satisfactory."

In this Evidence of Responsibility is reflected our policy of service that attends every job, large or small.

ISAAC GOLDMANN COMPANY

Founded 1876

80 LAFAYETTE ST.
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Enthusiasm

"COMPARISON of Day-Elder specifications and prices with other makes proves Day-Elder today is the unchallenged leader in the motor truck industry."

"Pyroil is amazing millions as it makes cars perform almost unbelievable feats under gruelling tests and terrific strain."

"Drinkless Kaywoodie mellows your smoke . . . no other pipe does it."

The world's tastiest tobacco [Half & Half] in the most amazing pocket humidor ever devised."

"Coffee experts agree Yuban is the best coffee."

"One way to *guarantee* your child a good day, with the little triumphs that belong to him, is to start him out, regularly, with a good Cream of Wheat breakfast tucked away."



V. B. PALMER'S COUNTRY NEWSPAPER ADVERTISING AGENCY,

Tribune Buildings, Opposite City Hall,

NEW YORK,

Embraces most of the best Newspapers of all the cities and principal towns in the United States and Canada, for which he is the **SOLE AUTHORIZED AGENT**, to receive Advertisements and Subscriptions, and FULLY EMPOWERED TO GIVE RECEIPTS.

The Subscriber respectfully invites the attention of the Merchants, Manufacturers, and business community of the city of New York especially, and the public generally, to his extensive Agency for most of the best journals throughout the country, for which he is the accredited Agent.

Although his office was destroyed by the fire of the 5th of February last, in the conflagration of the Tribune Buildings, his files of newspapers are again renewed, and every facility afforded to those who desire to avail themselves of the opportunity which his Agency offers. His office is now in the Tribune Buildings, and *somewhere else* in New York; and he wishes it distinctly so understood. As he has no connection with any other person in this Agency, he requests that all orders and communications intended for his Agency be addressed to

New York, Feb. 5, 1846.

V. B. PALMER,
Tribune Buildings, New York

From the New York Daily Tribune, Feb. 9, 1846.

NEWSPAPER AGENCY.—Men doing business can hardly afford to do a *little*, or can only do it at a disadvantage to themselves and their customers. The city merchant who sells \$100,000 worth of goods per year, at ten per cent. profit could far better afford to sell \$500,000 worth for good pay at *five* per cent. In the natural course of things, the great Commercial Exchanges of our country will concentrate into fewer and fewer hands, consisting of those who possess ability to conduct them with the greatest advantage to their customers.

Extensive Advertising, on the part of those who really possess superior facilities for doing business, is one of the most important instrumentalities whereby this concentration is to be effected. The merchant who has the means of doing business and *knows how* to advertise, can never expend too much therein. And by means of the system of **Conjoint Advertising**, devised and rendered practicable by Mr. V. B. Palmer through his Newspaper Agency, the expense to each advertiser is immensely reduced without depriving the journals employed of their fair reward. A business man may learn through this Agency just what journals to advertise in to reach effectively and cheaply the sections wherein his Trade may be extended. This Agency, which Mr. F. has been several years patiently employed in building up, richly deserves the united and energetic support of the Business Public and the Press, for to both it must prove highly beneficial. A dozen different Agencies could not do them half the good that one may, if generally supported.

This Advertisement of Volney B. Palmer, the First Advertising Agent, Was Clipped from the New York Business Directory for 1846-47

The Débutante Bureau
 of Harper's Bazaar
 is Eight Years Old
 This Month—

H A R P E R ' S

The Fashionable Magazine

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and in 126 important cities more than 4000 débutante daughters of the socially and financially elect have already taken up their telephones to enroll members of their own social groups as readers of Harper's Bazaar. For eight years this unique Bureau, the original of its kind, has been attracting an ever-increasing group of young social leaders to do its work, until now it is responsible for approximately 55% of Harper's Bazaar's total subscriptions! It has its imitators—every good thing has. But its perfect, steady functioning, and distinctive magazine, "Entre Nous," place it on an undisputed pinnacle of leadership.

The subscribers it secures are all members of the Inner Circle whose activities radiate from the larger metropolitan areas of the United States, which explains why more than 60% of Harper's Bazaar circulation is concentrated in cities upward of 100,000 population—the buying centers of America. Therefore, if it is meticulously selected circulation that you are looking for, our Débutante Bureau serves it to you on a golden platter. The Inner Circle not only reads Harper's Bazaar, but works for it 4000 strong!

S B A Z A A R

l a g a z i n e o f A m e r i c a

When Lipton First Advertised

THE death of Sir Thomas Lipton, in London last week, recalls the story of his first advertising venture. He was a boy stowaway when he first visited America, arriving in this country with three shillings in his pocket. Always a keen observer, this lad of twelve stayed long enough to acquire a firm belief in American methods.

With the knowledge he picked up, he opened a small provision store on his return home. He persuaded his father, a poor workman in Glasgow, to part with the family savings. The \$400 thus obtained financed the little store, which specialized in teas. The greater part of this money was spent in advertising.

Young Tommy also received two of his father's finest hogs as a gift. These the young lad cleaned and polished and scrubbed until they presented a fine appearance. They were harnessed to a small

red wagon on which were painted the words "Go to Lipton's."

As the story is told, the astonished Scotch people followed the odd conveyance and its queer steeds along the street until the caravan stopped at a store painted in as fiery color as the wagon. The store was a success. It became, as the future unfolded itself, the nucleus of a chain of hundreds of stores and its customers were the beginning of millions who now buy Lipton products throughout the world.

Sir Thomas once was asked if developing world-wide markets was not something akin to struggling for the *America* cup. He agreed that both called for a splendid spirit of sportsmanlike rivalry.

"But there are these great and important differences," he observed. "In a cup race there is bound to be a loser—that is part of the event and cannot be escaped. In foreign trade all can be winners."

* * *

Baby Talk



homes of families throughout the country. She is the daughter of Edward H. Prell, of the sales staff of the Brett Lithographing Company, of Long Island City, N. Y.

Her daddy was closing an interview with Arthur Livingston, account executive of The Blackman Company, when the talk got around to children. Mr. Prell couldn't resist showing a photograph of his daughter. The photograph so impressed Mr. Livingston that he asked if he could not show it to Miss M. C. Shomier, a member of the copy staff, working on the Ivory account. Proud father agreed and so enthusiastic was Miss Shomier that arrangements were made forthwith for the young lady's appearance in national advertising.

Her picture, in color, illustrates current magazine copy in the Ivory Soap magazine schedule.

HERE is a young lady who probably does not realize that this month her picture is in the

Q One of the largest
customers Bundscho
has today, first tried us
out with a small job.
What can we do for you?



J. M. BUNDSCHO, Inc.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

to space buyers



DON'T WORRY—this is not a veiled attempt on the part of Master Cupid to lure you from the land of single bliss. It is merely a front-line attack on the notion—typical of so many *unmarried* space buyers—that a woman reader is a woman reader and that's that!

We respectfully submit that "wedding ring" readership is the *first* consideration in making up a food list. *Because the married woman is a better food prospect!*

BETTER HOMES

The Gardened Home



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Consider this: The married woman means not only more mouths to feed but more meals at home. The married woman views food not as an incident but as a serious family problem, calling for a serious, sizable outlay. And—

Consider this: The married woman may have a lukewarm liking for fiction but, down deep, three things tug at head and heart: home and garden, child care, *food!*

And these three things form the very backbone and bulwark of Better Homes & Gardens. No fiction; no fashions; no frills; no forced circulation! Not merely readers but *wedding ring* readers; not merely 1,400,000 circulation in city, town and suburb but 1,400,000 *gardened homes!*

Here is a vast food market reached by the only magazine in America edited *exclusively* for the gardened home family—Better Homes & Gardens! The magazine that *daily* influences the buying of food for 5,600,000 mouths!

Here, in short, is a big, home-hearted circulation that must be measured not by *quantity* alone but by *character* as well. For it is obvious that a magazine with the proper character can deliver a food market *actually greater* than a magazine with a quantity circulation several times as large.

You space buyers who are bachelors—and you space buyers who are not—think it over!

& GARDENS

*a Better Market
for*
**BETTER
FOODS**

© MCKENDITH PUBLISHING CO.
DES MOINES, IOWA

How do YOU tap the power plant market?

The scientist works everlastingly for exactitudes. He checks and rechecks, because a minute variation may nullify a whole series of deductions or may lead to some important new discovery.

Advertising can never be a science because it involves too many variants and it deals with the intangible. But, scientific methods applied to advertising result in an approach to exactness.

Industrial Power has applied scientific methods in a research into the question: What factors cause advertising efficiency in a magazine?

It has made twelve case studies of successful advertising campaigns in the power-plant field. The results have been printed in a book "12 Case Studies."

Every man interested in selling to the power plant field will find a copy interesting and helpful.

Send for a free copy today.

INDUSTRIAL POWER



608 S. Dearborn St.
CHICAGO, ILL.

Write
for
Your Copy
TODAY

Squeezing More Sales Out of Advertising Inquiries

The Cromar Company Follows Up Every Inquiry Received from Its Publication Advertising and Finds That This Detail Work Is Profitable

By W. B. Edwards

INQUIRIES received by manufacturers from publication advertising have had a checkered career. At times, advertisers have followed them up with thoroughness. On other occasions, they have received scant attention.

There has always been a gap between general advertising and direct sales. How far a company is warranted in going in attempting to close that gap is a question that seldom seems to be satisfactorily solved and which, seemingly, cannot be solved once and for all, because changing times may necessitate changes in policy.

Right now, with advertisers determined to locate all hidden sources of profit in their advertising programs, inquiries from publication advertising are again being made the basis of more or less elaborate follow-up systems. Advertisers who are thinking along these lines may find in the procedure of The Cromar Company, ideas for squeezing more sales out of advertising inquiries.

The Cromar Company sells its oak flooring through the retail lumber dealer. The dealer sells to the building contractor. Consequently, the company does not carry on extensive direct-mail advertising directed to the ultimate user.

Its contact with the ultimate consumer is through advertising in a limited group of publications. This advertising usually makes a strong bid for an inquiry and returns are received in large numbers.

Like other advertisers, Cromar has, at times, questioned the profitability of following up these inquiries. Whenever this point has come up, though, the cost of getting the inquiries has also been considered and it has always been decided that this initial cost warranted the additional expense of

a follow-up system. It has never overlooked the fact, however, that there is a sharp line of demarcation that separates waste from efficiency in this work. Its object, therefore, is to keep its system as simple as possible.

As soon as an inquiry is received, the following letter, which contains a neat fill-in, is mailed out:

It is a pleasure to send you the booklet which you requested. A sample of Cromar Factory Finished Flooring is being mailed separately.

Made of Oak, Cromar's delicate grain and lustrous finish add an air of refinement. Its rich, warm color will harmonize with any decoration.

It increases the value of a property in excess of its cost. It makes your house snug and warm, cutting coal bills considerably. The smooth, tight-fitting boards reduce dusting and cleaning to a minimum. We especially direct your attention to the wee little seam at the sides of Cromar strips which do away with dirt-filled, unsightly cracks.

Two carpenters can nail Cromar over an old floor—a good big floor—in a day. It is completed, ready for use the minute it is nailed down. What a miracle of convenience! No dust of sanding, odors of finishing materials or inconvenience of having your home upset for a week or two.

Cromar offers you the finest hardwood floor that can be bought. A flooring of exceptional beauty—longer wearing than hand-finished flooring—easily and conveniently installed—all at a total cost of not more than you would expect to pay for a good rug or carpet.

The dealer listed below will gladly show you a sample board, or sample floors, and quote prices. Thanking you for your interest, we are,

Cordially yours,
THE CROMAR COMPANY,

Asst. Sales Manager.

P. S. Any carpenter can easily lay Cromar. Complete detailed instruction cards are in all long bundles of flooring.

Promptly after this reply has been made, the company sends a lead card to the dealer whose name

has been given to the prospect. This gives the name of the prospect, address and any other pertinent information, and asks the dealer to get in touch with the inquirer without delay.

At the same time, the company passes this same information on to its own representative. Cromar realizes that the lumber dealer, like all other dealers, has plenty of matters to occupy his mind and that even though his intentions may be the best, there is a strong likelihood that he may never get around to make the call. Consequently, its own representatives are expected to check up on each inquiry forwarded to them and if the dealer has not made the necessary follow-up, the company's representative is expected to do so.

The company's representative receives the inquiry notification in the form of a little report form. This contains the date the inquiry was received, the inquirer's name and address, and the salesman's name already filled in. The salesman is then expected to fill in the kind of building in which the inquirer is interested, the footage of flooring that may be required, credit references, and a space for remarks.

This report is made out in triplicate. The first two copies go to the salesman. The third is retained at headquarters as the key for the follow-up system. This third copy contains blank spaces calling for follow-up mailing dates, etc. As soon as the salesman has made his first call on the prospect, or learned from the dealer that a call has been made, he sends to headquarters a filled-in report. The information on this report indicates to headquarters the speed with which the inquiry should be followed up. If the report shows that the inquirer does not contemplate immediate action, Cromar arranges to "tickle" the name so that it will come up again at the proper time.

When these reports indicate that the inquiry warrants further follow-up, a series of three letters goes out from headquarters. The first of this series of three is printed on a four-page letterhead.

The letter, itself, appears on the first page. The inside pages contain pictures of Cromar installations and letters from satisfied users. The fourth page contains a general sales talk together with a coupon which the prospect is invited to fill out and return. The coupon asks the prospect to furnish such information as the use to which he contemplates putting Cromar flooring, whether he has bought hardwood floors since his original inquiry, etc.

The letter is an admirable example of restraint in selling. It is also an excellent example of a letter written from the prospect's point of view. This is how it reads:

CROMAR OFFERS YOU SUCH AN EASY WAY TO HAVE BEAUTIFUL HARDWOOD FLOORS!

Now that you have seen a sample of Cromar Factory Finished Oak Flooring, don't you feel that the beauty and quality of its finish would add ever so much to the charm of your home . . . and its value? And doesn't the simplicity of installing a Cromar Floor persuade you to stop tolerating the old and worn floors?

Many home-owners have hesitated to re-lay their old floors because they dreaded the days of muss and fuss and ugly odors of nailing down unfinished flooring strips and then having them finished by hand . . . scraped, and sanded, and filled, and finally varnished. But since Cromar was offered to home-loving men and women some eleven years ago, all that is no longer necessary. Cromar is Laid and Used the Same Day! To thousands of puzzled home-owners this offers an amazingly simple solution to their flooring problem.

The oak of which Cromar is made grows in the Southern Appalachian mountain ranges. It is White Oak, the most beautifully grained oak in the world, and best suited for flooring purposes because of the peculiar texture of its fibre. Cromar oak is cut into boards, is sawed into strips. But then—unlike the hand-finished flooring—it is held in the Cromar factory until it is completely finished.

Only when the ingenious Cromar machines have completed the many finishing operations . . . when each Cromar strip is filled, and varnished, and even treated to resist moisture . . . only then is it sent out to the home which it is to transform by the beauty of its grain and the lustrous charm of its rich finish. And Cromar strips arrive at your home packed in neat bundles, securely bound and crated, and marked for grade and quantity.

In an average sized room any ear-

What About 1932 Sales?

It Will Be a Year for Sales Managers and Advertising Managers to Smash Precedent

W. L. Davidson

*Advertising Manager of The
HOUSEHOLD MAGAZINE*

I BELIEVE those of us who have given any sincere thought to the present business situation have come to the firm conclusion, that there is even now a rather long period of readjustment ahead of us before any great hordes of people are going to fall all over themselves to buy our merchandise. Far too many executives have been kidding themselves this year into the idea that next week would see the turn, and have been content to ride along on policies which became ineffective in the fall of 1929.

In the good old days the sales manager's chief job consisted of telling Mr. Jones of Omaha that his delivery would be three weeks late, or telling Mr. Smith of Boston that instead of two carloads he could only have one carload. The advertising manager's job consisted of saying how many beautiful four-color pages he could get into the big magazines where they were most liable to be seen by the board of directors or their wives. Merchandise more or less sold itself, and with or without advertising.

Every family was going to be a two-car family. Every home was going to have a radio in every room. Every man was going to have twelve suits of clothes and ten pairs of shoes. Every woman was going to have three complete changes of outfit everyday in the week. Everyone was going to have twice as much of everything as he ever thought he would need.

What a change! Today the sales manager is faced with a one-car family, with a one radio in the home, with three suits instead of twelve, and with corresponding difficulties all down the line in

every class of merchandise. He is faced, therefore, with the absolute necessity of selling his product to more individuals, if he is in any way to approach his former sales. New markets and new people represent the answer to the sales manager's prayer in 1932.

The advertising manager is faced for the first time in quite a few years, with the absolute necessity of making his advertising work for him. Not for many years has there been as much pencil sharpening, as much thought devoted to media, copy and size of space as will be devoted to these subjects this fall. For a change, advertising in 1932 must return better than a dollar for every dollar invested.

It is the joint job in 1932 of the sales manager and the advertising manager to find new groups of people who will buy their merchandise. The sales manager must lay his plans to cover this new market, and the advertising manager must buy those publications which will intensify the sales effort on these new possible customers.

There are in the United States, according to the 1930 Census, 122,775,000 people. A vast majority of them live like human beings. They have a roof over their heads, they eat, they wear clothes, they work and sleep and play.

However, the average, present-day executive has forgotten, in the years of the rush of good business, that the American market consists of anything else except mile upon mile of congested office buildings and apartments. His vision of the American market as a whole has been dwarfed by the nearer confines of his own personal life and

(Advertisement)

that of his own personal friends.

He has forgotten that over half of the people in the United States live in small towns and on farms. He has neglected these sixty-five million people in the mad rush to make sure that he would beat all of his competitors in the only market he knows anything about—the metropolitan market.

Following in line with this, advertising schedules have been massed in metropolitan publications—each advertiser trying to out-spend every other like advertiser, until the number of advertising messages pouring into metropolitan homes on similar products has become staggering.

This is the highly dangerous precedent which must be smashed to bits in 1932 by executives who want larger sales. This is the year when *THE HOUSEHOLD MAGAZINE*, reaching the women in 1,850,000 small-town homes, will be used by alert advertisers who are interested in profits.

If you have not followed the phenomenal success of this publication during the last five years, and through this year when most publications are off, it will pay you to investigate.

* *

Stark Davis Draws November cover

The attractive November Cover of *The Household Magazine* was designed by Stark Davis, the well-known illustrator.

* *

Notable Contributors to Household Magazine

The names of prominent writers and artists may be found on the contents page of *The Household Magazine*. Among those who write regularly for *The Household Magazine* are Sherwood Anderson, Henri Duvernois, Hugh Walpole, Grand Duke Alexander of Russia,

Dr. Walter B. Pitkin, Ursula Parrott and Carl Sandburg.

Leading illustrators whose work appears in *The Household Magazine* are Oscar Howard, Carl Mueller, Walter Biggs, Dorothy Hope Smith and Haskell Coffin.

* *

New Accounts for Household

Among the new advertisers in *The Household Magazine* during 1931 were Campbell's Soup, Lux Toilet Soap, Rinso, Mazola, Frostilla, Sunkist Oranges, Post Bran Flakes, Hawaiian Pineapple, Sal Hepatica, and Staley Syrup.

* *

More than 1,800 prod- ucts tested by Household Searchlight

The Household Searchlight is being used more and more by large national advertisers for testing products. More than 1,800 products have been tested by the Household Searchlight. Out of this number, the Household Searchlight certified over 700.

During the past year, the Household Searchlight proved of real help to national advertisers for pre-testing of new products which are to be put on the market. In fact, the recommendations of the Searchlight have influenced changes in several dozen articles manufactured by some of the largest companies in the country.

Every article which appears in *The Household Magazine* on the subjects of home furnishings, home decorations, cleaning, renovating, cooking, refrigerating or anything connected with the art of home making, is written as the result of extensive tests which have been made in the Searchlight itself before a word is written. Every recipe which appears in *The Household Magazine* is first tried at the Searchlight.

(Advertisement)

penter can lay a Cromar floor right over the old floor in ONE DAY. All he needs to do is NAIL IT DOWN! When that carpenter has driven his last nail . . . you can use your new hardwood floor and enjoy the new charm it gives to your home.

Please use the coupon on the last page if we can be of any service to you at all.

WM. T. HUNTSMAN, JR.
Sales Manager,
THE CROMAR COMPANY.

The second letter in the series of three is a single leaf affair. It is done in imitation typewriting and has a neat fill-in. In other words, a definite effort is made to personalize the letter. This is done because the company makes a determined bid, in this letter, for a reply. It encloses with the letter a C. O. D. reply card. A recent check-up of 3,200 prospects who received this letter the last few months shows that almost 10 per cent returned the card, which is considered a most satisfactory return.

This is how the letter reads:

We realize, of course, that the flooring question is one which you cannot, and should not decide in haste. But we rather hoped that the illustrated booklet accompanied by an actual sample of Cromar Oak Flooring sent you would be of definite help and that we might hear from you in answer to the folder recently mailed.

If, in the meantime, you have bought Cromar or an unfinished hardwood flooring, we do not wish to appear troublesome by writing you to no purpose at all. Or, should you have decided to get along without hardwood floors for a little longer, will you allow us to send you an occasional reminder of Cromar Oak Floors?

However, if you have not decided what kind of flooring you want, you will welcome a brief summing-up of the advantages of a hardwood floor, and the outstanding superiorities of Cromar. Such a short summary you will find in the enclosed booklet.

Then, too, you may have some special question you wish answered. For instance, the quantity of flooring required, or something pertaining to the cost. By the way, in the case of Cromar it must be remembered that the price includes all cost of finishing materials and finishing operations (since it is completely finished at the factory) and the installation requires only the nailing down of the finished strips. In comparing the cost of Cromar please recall the high quality of oak used in the manufacture and the incomparably higher quality of the Cromar finishing materials—applied by pre-

cision machines which assure you of greater uniformity and thoroughness in every operation.

The enclosed card is for your convenience and we shall be guided by whatever information you give us. It requires no postage.

Signed—

WM. T. HUNTSMAN, JR.,
Sales Manager,
THE CROMAR COMPANY.

The card enclosed with the above letter requests very much the same information called for in the coupon that is a part of the first letter in this series.

The final letter in the series is another four-page affair. The inside two pages present a convincing reason-why story, suitably illustrated. The last page again contains pictures of homes in which Cromar has been used together with statements of satisfied users. It also contains a coupon. The message itself, on the first page, puts over its story in this fashion:

Use our experience

in making your decision.

You are still uncertain about something in connection with your flooring question or, surely, we would have heard from you before this. Since you wrote us some two months ago, we sent you samples of Cromar, sent you booklets and other descriptive matter telling you in detail all about the popularity of Cromar, its beauty, the way it is milled and finished by machines at the modern Cromar plant. We had hoped that the information we gave you about flooring in general would be a real help to you in finding the easiest way of having hardwood floors of the highest quality in your home—and at a very reasonable cost.

We must have failed somehow to give you a thoroughly clear picture. In this folder we attempt to sum up the whole question in short concise form. We believe that in this way it will be easiest for you to check up on all the important points to be considered and so arrive definitely at a decision one way or the other.

It will take no more than 3 or 4 minutes of your time to read these few paragraphs, and but a minute to fill in the coupon on the last page. Mail us the coupon today—filled in and signed. Then we can do just what you want us to do. Any question you ask us in connection with flooring materials and flooring methods, will bring you our straightforward answer.

WM. T. HUNTSMAN, JR.,
Sales Manager,
THE CROMAR COMPANY.

The Cromar Company is convinced that this follow-up system serves a variety of purposes, any

one of which would warrant its cost and all of which, considered together, make the elimination of the system unthinkable.

The first purpose served is found in the fact that the system keeps Cromar very much before the eyes and minds of the company's dealers and representatives. This is a particularly valuable feature insofar as the dealer relationships are concerned, because it impresses upon the dealer the extent of the Cromar market. In other words, it acts as a sort of direct-mail campaign to the dealer, convincing him still further of the product's sales possibilities.

Secondly, the system serves to pave the way for dealers and salesmen. They find that the prospect is fairly well acquainted with the Cromar story. He knows something about the peculiar and outstanding features of the product and the dealer's or salesman's job is simplified to just that degree.

Third, the replies received to the second letter in the series of three—as already mentioned, these average 10 per cent—almost invariably furnish helpful information. In many cases, the inquirer asks the name of the local dealer; others have specific questions they want answered concerning the product; others ask general questions regarding floorings. A large slice of this 10 per cent eventually buy Cromar and, of that slice, a sizable proportion would probably never have become customers were it not for the follow-up system. It is believed that these additional sales alone make the plan a sound investment.

Of course, that does not embrace the full benefits or results to be credited to the follow-up system. There is a big percentage of customers who go direct to their lumber dealer and make purchases. There are also many prospects who are later sold by the company's representatives. In other words, the company has definite proof that a great many prospects who do not return cards are nevertheless induced to buy through the follow-up system.

Basically, the object of the sys-

tem is to keep alive each prospect until a sale has been made or it has been definitely determined that there is no chance of making a sale. After the inquirers have received all of the follow-up letters, the company continues checking back with its representatives for final answers and, in most of these cases, shortly after the fourth letter has been mailed, it receives information that indicates what the final disposition of the inquiry ought to be.

To Publish "Sky Lines, Air Travel Guide"

Sky Lines, Air Travel Guide is the name of a new publication to be published by Air Transport Advertising, Ltd., with offices at 612 N. Michigan Avenue, Chicago. It will be edited for the air traveling public.

John Garton is president of the company and advertising manager; Ralph G. White is secretary-treasurer and managing editor; H. L. Bills is general sales manager and A. R. Byington is Western sales manager. The first issue will appear in December.

Buffalo Agency Changes Name

Burton Bigelow, Inc., Buffalo, N. Y., advertising agency, has changed its name to Bigelow, Bowers & Thompson, Inc. The change has been made to identify more clearly the financial interests of Everett L. Bowers and Owen F. Thompson, stockholders in the company. Mr. Bigelow is president; Mr. Bowers, vice-president, and Mr. Thompson, secretary-treasurer.

R. K. Peebles with Adolph Gobel, Inc.

R. K. Peebles, most recently with the H. E. Lesan Company, New York advertising agency, has been appointed advertising manager of Adolph Gobel, Inc., New York, meat products.

Has Royalist Cigar Account

Grabosky Brothers, Inc., Philadelphia, has appointed the Al Paul Lefton Company, advertising agency of that city, to direct the advertising of the new Royalist cigars.

New Business at Boston

K. R. Sutherland and J. T. Chirurg have formed a partnership at Boston to be known as the K. R. Sutherland Company, industrial advertising. Offices are at 80 Boylston Street.

Bert H. Naulin has organized B. H. Naulin and Associates at Milwaukee, as a merchandising, research and business counsel service. Offices are at 104 East Mason Street.

BUILDING AND BUYING

The red steel skeleton of Oakland's new \$1,500,000 Federal Post Office is rising skyward.

Plans have been completed and contracts are about to be let for construction of a new Municipal Exposition Building adjacent to the giant Civic Auditorium.

Oakland, and the more than half million people who comprise the Oakland Market, are answering the day's problems with work and construction. Oakland and its people are spending money.

Why not tell your story to the consumers of this market?

Oakland Tribune

National Advertising Representatives:
WILLIAMS, LAWRENCE & CRESMER CO.
Los Angeles San Francisco New York
Chicago Seattle
Detroit

New Business Books

A FORTUNE to Share. By Vash Young. (The Bobbs-Merrill Company.) Inspirational books thrive in the sun of prosperity and wilt under the drought of depression. In times when a below-average intellect obsessed with a few conventional ideas can, with a combination of luck and gall, achieve a measure of success, mediocrities with a gift for platitude can write reams to tell unfortunate wights "How I did it." Once, however, depression hits the mediocrities their beloved theories, culled largely from McGuffey, blow up and leave the proponents stranded on a limb.

To read some of the success literature of a few years ago in the light of what has happened recently is an embarrassing and somewhat agonizing experience. Yet not for years has there been the need that there is today for inspirational material which will give the discouraged and the unemployed a new outlook on their personal problems.

To fill this need Vash Young has written a book. His is the story of a reorganized life, of a man's conquest of fear. Because Mr. Young is not a mediocrity and because he has made a spectacular success in his chosen field his book is one of the few worth while inspirational books that has been written.

It is a simple philosophy that he preaches and for that reason all the more appealing. It is not an easy philosophy because it requires that a man remake himself and subject himself to an iron discipline of the mind. As Earnest Elmo Calkins says, in an admirable introduction, "Strictly it is not a business book, but in any list of business books it stands, I think, at the top."

* * *

Introduction to Advertising. By Arthur Judson Brewster and Herbert Hall Palmer. (McGraw-Hill Book Company, Inc.) A revision of a book published in 1924, revised to bring it up to date with all of the recent developments of advertising. The authors have had

in mind primarily the fact that they were writing a text-book and therefore, it is doubtful if "Introduction to Advertising" will be of much service to those who need more than what the title offers. On the whole it is one of the better text-books on advertising and as such deserves a wide distribution not only in schools and colleges but also in the offices of advertisers and advertising agencies who wish on their shelves good elementary material both for reference and for use by the younger men in advertising.

* * *

The Psychology of Advertising. By Walter Dill Scott. Completely revised by D. T. Howard. (Dodd, Mead and Company.) When Walter Dill Scott published "The Psychology of Advertising" in 1921 he was doing a pioneering job. Although his book was not the first written on the subject it was generally acknowledged to be the best and had a wide reading. The present volume is a revision of the pioneer work. Mr. Howard, in the preface, pays an excellent tribute to the original, when he says that he found that slight revision rather than re-writing has been necessary. "The Psychology of Advertising" in its original form is already too well known to require any critical discussion at this time. In its present revised form it constitutes one of the comparatively select group of "must" books on advertising.

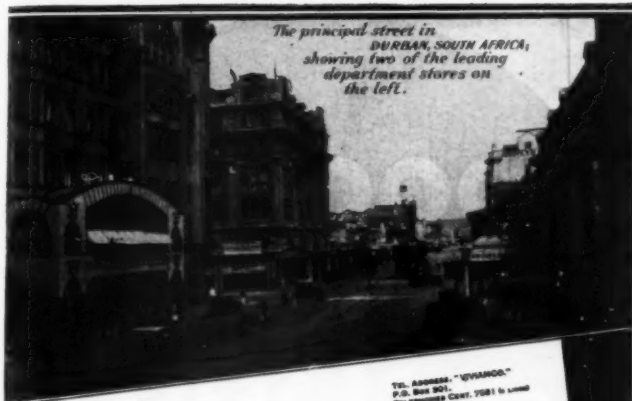
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50 Interviews. 50 Sales. Compiled by Kenilworth H. Mathus. (Mutual Underwriter Company.) A compilation of sales dialogs, giving the sales talk and the objections of the prospect. All of the dialogs deal with the selling of insurance and were written largely by successful insurance men in the United States and Canada. Because it deals wholly with the selling of insurance its field of sale will probably be restricted largely to insurance men. This is a pity because the book is full of meaty sales stuff based on principles that are just as applicable to the selling of soap and washing machines as to the selling of insurance. It is

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ARGENTON TEXTILE CO.
NEW YORK

DEALERS AT
BOSTON
CHICAGO
HARTFORD
NEW YORK
PHILADELPHIA
SAN FRANCISCO
ST. LOUIS
ST. PAUL
WASHINGTON

The Publicity Manager,
The "American Exporter",
370, 7th Avenue,
NEW YORK.

Dear Sir,

We attach herewith a letter addressed to the Bryan Jackson Pump Company, being the outcome of an illustration of their Deep Well type of pump in the July issue of your paper.

Unfortunately, we are unable to obtain their address and would esteem it a favour if you would kindly forward the attached letter direct to them.

Thanking you,

We are,

Yours faithfully,

For and on behalf of
J. H. VIVIAN & COMPANY, LIMITED.

J. H. Vivian


SOUTH AFRICA

is relatively one of the most prosperous markets today. This letter comes from leading distributors of American engineering lines.

Our readers are your buyers abroad

AMERICAN EXPORTER

World's Largest Export Journal ... 54th Year
370 Seventh Ave. New York



**1,000,000
CIRCULATION**
at \$1300
a page!

FORGET the chatter . . . forget the learned articles . . . forget the million opinions about depression, and remember only these two facts, standing crystal clear against a morass of words:

**Now, more than ever, advertisers must
advertise.**

**Now, more than ever, they must advertise
at lower cost.**

That's where Modern Magazines enter your picture, offering a great circulation at the lowest cost in the entire field!

Our cost-per-page-per-1000 of \$1.30 is 55% below the \$2.91 which is the average rate of the 17 other leading magazines over a million in circulation.

If every publisher followed our lead, advertisers could continue their prosperity-time volume of advertising at half the cost.

But whether they follow our lead or not, remember that there is one powerful medium, one tremendous market which can be had at a price in tune with the times—

MODERN MAGAZINES

Modern Screen
Modern Romances
My Story

*—the most outstanding value
in advertising history!*

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recommended to any sales executive who is dissatisfied with his salesmen's methods of selling.

* * *

Public Speaking for Executives. By Charles W. Mears. (Harper & Brothers.) Mr. Mears is admirably suited to write a book on public speaking and is to be congratulated on his idea of preparing a book especially for executives. He has not made the mistake of thinking that his readers know all of the elementary facts of public speaking. Probably one of the chief obstacles to the success of the average untrained speaker is that he doesn't know anything about such elementary facts as breath control, delivery, etc. In a day when executives are being called on more and more to speak in public (and public speaking often includes delivering speeches to salesmen, branch managers, etc.) Mr. Mears' book fills a real need.

* * *

Market Research. By Paul Redmayne and Hugh Weeks. (Butterworth & Co., Ltd., London.) This is an exceedingly interesting survey of market research and its possibilities, written by two English research experts. Whether it will have much interest for American research people depends largely on what they are looking for. While it covers ground already pretty well plowed by writers on this side of the Atlantic it has enough new and suggestive material to make it worth while reading for most agency research men.

* * *

Advertising Type Combinations. By Arthur C. Arnold and Robert H. Powers. (Dragon Press.) Fifty-seven readily available type faces are the basis of a handbook which is designed to speed the work of the type user interested in combining different faces of type in headline and text. All in all 285 different combinations are shown. This is an intensely practical book for the average worker with type and will save a great many hours of search among type books to say nothing of the saving of costs of revision.

Broadcast Advertising. By Frank A. Arnold (John Wiley & Sons, Inc.). "The Fourth Dimension" (as applied to advertising media), its sub-title, clearly explains the purpose of its author in writing this volume. For almost five years, a long time in broadcasting work, Mr. Arnold has been serving as a spokesman for radio, in his work as director of development with the National Broadcasting Company.

He has had to answer all conceivable questions and arguments relative to the new medium. This incentive to learn every detail has made him an authority, as Harry P. Davis, vice-president of the Westinghouse Electric & Manufacturing Company, points out in a foreword. Mr. Arnold records the progress of broadcast advertising and interprets this so that the general public may be informed and, particularly, so that the material he has gathered may be made available for possible use in college study.

* * *

Harvard Advertising Awards, 1930. (McGraw-Hill Book Company, Inc.) Here is shown the material which won the most recent Harvard awards. Text is held to an explanatory minimum and thus the greater part of the book is taken up with reproductions of prize-winning material. Along with two previous review volumes it makes an excellent guide to some of the best advertising work being done during the last few years.

Publish "Intercollegiate Sports"

Intercollegiate Sports is the name of a weekly started at New York by the Medial Publishing Corporation, 6 East 39th Street. R. E. Copeland is editor and S. A. Wurzbarger is business manager. *Intercollegiate Sports* has a page size of nine by twelve inches and will be edited for college students.

Enoch Brown, Jr., with Atlanta "Constitution"

Enoch Brown, Jr., formerly advertising manager of the Nashville *Tennessean* and business manager of the Memphis *Commercial-Appeal*, has been appointed advertising manager of the Atlanta *Constitution*.

Death of Colonel Simmons

"IN the death of Colonel Simmons, the business press has lost one of its foremost leaders, and advertising a wise and staunch supporter. He will be greatly missed by his associates and a host



Blank & Stoller

Edward Alfred Simmons

of friends." This statement from James H. McGraw, chairman of the board of the McGraw-Hill Publishing Company, reflects the sentiment of leaders in the fields of business-paper publishing and advertising.

Edward Alfred Simmons started in the publishing business as a boy with William H. Boardman and he advanced steadily in position. When he died at Brooklyn, N. Y., he was principal owner and president of the Simmons-Boardman Publishing Company, which position he had held since 1911.

His publications included *Railway Signaling*, *The Railway Age*, *The Railway Mechanical Engineer*, *Railway Engineering and Maintenance of Ways*, *Marine Engineering and Shipping Age* and *American Builder*. He was also president of the American Saw Works, American Machine Tool Company and the Rogers-Eagle Grinding Machine Company. These positions

he achieved despite the fact that he had to leave school at the age of fourteen.

The career of Colonel Simmons was as conspicuous in civic and industrial service as it was in the development of his immediate business interests. During the World War he served as a major in the construction division of the Army. He supervised Army construction work in and around New York and when the war ended, he was under orders to go to France. Later he was commissioned lieutenant colonel in the Reserve Corps, three years later becoming a colonel.

Colonel Simmons was recognized as an authority on water and rail transportation. Several years ago he was appointed by the then President, Calvin Coolidge, as an American Delegate to the International Railway Conference. He was chairman of the Engineering Foundation, Inc., and of the American Marine Standards Committee. He was a member of the advisory committee of the Associated Business Papers, Inc.

Much of his time was given to the work of the American Legion, an activity which began in 1919 when he helped to organize several posts. He became commander of Kings County Post No. 500. He was elected president of the New York State Association of Reserve Officers of the United States. Two weeks ago the New York State Izaak Walton League elected him honorary president.

Colonel Simmons, who was in his fifty-sixth year, is survived by his widow and three daughters, Aline, Doris and Elizabeth.

Thompson's Malted Milk to Young & Rubicam

The Borden Company, New York, has appointed Young & Rubicam, Inc., New York advertising agency, to direct the advertising of Thompson's Malted Milk. This appointment is effective January 1, 1932.

S. B. Wildrick Joins Mark O'Dea

S. B. Wildrick, for the last four years a partner in Conklin Mann, Inc., former New York advertising agency, has joined the staff of Mark O'Dea & Company, advertising agency also of that city.

The Monthly *goes* NATIONAL

Magazine listings for Canada during 1932 cannot do better than include The Western Home Monthly. First-class national distribution, economical rates, and bonus circulation increasing monthly. 65,000 more readers in Eastern Canada by October, 1932! Advertisers who contract for space NOW will receive substantial benefits from monthly increases to their advertising messages.

OUR NATIONAL PROGRAMME FOR ADVERTISERS

GUARANTEED CIRCULATION

1931 - - - 115,000

(November Printing Order 140,000)

RATE \$1.00 PER LINE (No Increase)

APRIL 1, 1932 - 145,000

RATE \$1.25 PER LINE

OCT. 1, 1932 - 180,000

RATE \$1.50 PER LINE

(Two, Three and Four-Color Rates
in Proportion)

These rates, unusually low for first-class magazine circulation, are still more attractive by reason of the substantial bonus circulation which advertisers will receive during 1932.

Contracts to be on a split rate basis, bearing the rates applicable to the periods in which the space is to be used.

Consult Your Advertising Agency, or Write the Publishers Direct

THE WESTERN HOME MONTHLY

Published at Winnipeg

EASTERN OFFICE: 415 Toronto Harbor Commission Bldg., Toronto, Ontario

WESTERN OFFICE: 713 Hearst Building, San Francisco, Calif.

"CANADA'S GREATEST MAGAZINE"

Chicago Hotels Get Together to Advertise Chicago

A group of seven leading Chicago hotels—the Bismarck, Congress, La Salle, Morrison, Palmer House, Sherman and Stevens—have begun an advertising campaign to sell what Chicago offers to see and do, to herald the Century of Progress in 1933 and to call attention to the quality of the city's hotel accommodations.

The campaign at present is running in Chicago newspapers only, urging residents to pass the message along to out-of-town friends. The city's attraction as a center of important football games was the subject of the first advertisement. Subsequent copy will feature various points of interest such as the Shedd Aquarium, Civic Opera, the Adler planetarium and other points of interest. It is anticipated that the advertising will be eventually extended to use of newspapers in other large cities.

The Chicago Hotel Association, of which these seven are members, is sponsoring the campaign. The advertising is being handled by Harry Atkinson, Inc., advertising agency of that city.

Enthusiasm

E. I. DU PONT DE NEMOURS & COMPANY, INC.

AUTOMOTIVE FINISHES DIVISION
DETROIT

Editor of PRINTERS' INK:

Your little department headed "Enthusiasm" on page 88 of the September 17 issue, is very interesting and humorous. I hope this develops into a much larger department. Also the section called "Automobile Row" talk is fresh and vivid. Let's have more of these.

The issue above contained a lot of good articles of interest to me. I think I clipped out about twelve of them.

H. R. LATOWSKY,
Asst. Sales Manager,
Chemical Specialties.

Joins Leichter Company

Frank P. O'Brien, formerly with radio station KHJ, Los Angeles, has joined the Leichter Company, advertising agency of that city, as advertising counselor on radio and account executive.

Sells Pocatello "Idaho State Journal"

I. H. Masters has sold the Pocatello *Idaho State Journal* to Arthur N. Suvergroup, of Columbus, Ind.

S. G. Hollis Has Own Studio

Stuart G. Hollis, formerly art director of The Joseph Katz Company, Baltimore advertising agency, has opened his own studio at that city.

Dates of Industrial Marketing Conference Changed

The dates of the Industrial Marketing Conference to be held at the Hotel Statler, Cleveland, under the sponsorship of the American Management Association have been changed to November 11, 12 and 13. Papers included in the program will be:

"Product and Market Research," Frederick B. Heitkamp, sales manager, The Cincinnati Milling Machine Co.; "Defining and Locating the Buyer and the Line of Buying Influence," Rudolph Staud, advertising and sales promotion manager, Benjamin Electric Mfg. Co.; "The Use of Engineering Service in Selling," Raymond S. Perry, vice-president, Ingersoll Milling Machine Co.; "Industrial Sales Budgeting and Sales Forecasting," E. S. La Rose, assistant comptroller, Bausch & Lomb Optical Co.; "Statistical Data Needed in Measuring Market Demand," T. M. McNiece, manager, sales records and research, Union Carbide Co., and

"Using Salesmen in Industrial Market Analysis," D. M. Strickland, manager, development department, American Rolling Mill Co.; "Instalment Selling of Industrial Equipment," H. B. Lewis, vice-president, Commercial Credit Co.; "Developing an Industrial Sales Pricing Policy," C. S. Carney, vice-president The Trundle Engineering Co.; "Determining Whether or Not to Sell Direct or Through Dealers or Agents," Fred Rost, marketing editor, *The Business Week*; "Effective Methods of Convincing Industrial Buyers to Modernize Equipment and Methods," speaker to be announced.

The third day of the conference will be devoted to the Northern Ohio Export Conference, the subject being "Selling to Industry Abroad."

R. C. Marshall Heads Thompson Aeronautical

Richard C. Marshall, for four years vice-president and general manager of the Thompson Aeronautical Corporation, Cleveland, has been elected president, succeeding Edwin G. Thompson, who has been made chairman of the board of directors. Robert Brandt, Jr., has been elected a director.

W. J. Pattison Leaves Scranton "Sun"

W. J. Pattison, general manager and treasurer of the Scranton, Pa., *Sun*, which paper he was instrumental in organizing five years ago, has resigned as general manager. He plans to devote his entire time to the preparation of a series of children's short stories which will be syndicated in newspapers.

Mayor Advertises Invitation

Harry A. Mackey, Mayor of the City of Philadelphia, used newspaper display advertising to invite the citizens to "View Philadelphia from the Air"—an exhibition of air photographs placed on display in the Mayor's reception room.

Economy prescribes

OUTDOOR ADVERTISING IN BOSTON

TODAY'S OUTSTANDING
SALES MARKET
BOSTON'S PER CAPITA
SALES VOLUME

(\$877.75) more than double U. S.
average, (\$407.53) far ahead of
any state in the Union.

106.9 impressions per penny on real live pros-
pects. That's how many people were reached by
one national advertiser's* representative poster dis-
play in Boston—illustrating the true economy of
outdoor advertising here.

LET US TELL YOU MORE ABOUT
THIS WONDERFUL MARKET AND THIS
MOST ECONOMICAL SELLING FORCE

*NAME ON REQUEST

JOHN DONNELLY & SONS
BOSTON

Donnelly Adv.



The Business Journal of the Public Service Market

Assures preference of public officials and taxpayers for meritorious products adaptable to use by municipalities, counties, states or U. S. Government.

If your sales in this tremendous market are unsatisfactory begin now to build for better results with a continuous campaign in this monthly journal.

Sample copies and complete information on request.

THE TAXPAYER

A HOUSE ORGAN FOR THE STOCKHOLDER
IN THE AMERICAN GOVERNMENT

505 Middletown Deposit Bldg.
Middletown, Ohio

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Westinghouse Re-organizes Industrial Sales Department

The Westinghouse Electric & Manufacturing Company has re-organized its industrial sales department under the direction of O. F. Stroman, industrial sales manager. The re-organized department is composed of units grouped according to the main classifications of industry. Two assistant sales managers and fourteen divisional managers have been appointed and the new organization also provides for the grouping of specialized engineers with every sales division.

Bernard Lester and C. B. Stainback have been appointed assistant sales managers. Mr. Lester will have general charge of directing from headquarters the development of business with industrial users of electrical equipment. Mr. Stainback will have charge of apparatus applying to those industrial groupings.

J. M. McKibbin, Jr., has been appointed manager of the promotion and advertising section and will function under the joint direction of the assistant sales managers. Mr. McKibbin has been with Westinghouse since 1920.

Death of R. E. Powell

Robert E. Powell, Eastern sales manager of Steel Publications, Inc., Pittsburgh, died on September 29. He was sixty-two years old. After coming to New York from St. Louis, Mr. Powell was circulation manager of the *Evening World*, the *Sun* and the *Times*, of New York. Later he became interested in the steel industry, joining Steel Publications, Inc.

Victoria "Colonist" Appoints Verree & Conklin

The Victoria, B. C., *Colonist* has appointed Verree & Conklin, Inc., publishers' representative, as its national advertising representative. This appointment is now effective except in Pacific Coast territory where the appointment becomes effective December 1.

J. P. Beringer, Vice-President, Brandt Agency

J. Peter Beringer, for eighteen years with the former Chas. H. Fuller Advertising Company and, for the last six years, president of Beringer & Meyers, Inc., has become associated with the Brandt Advertising Company, Chicago, as vice-president.

J. H. Donahue Leaves Frank Presbrey Agency

J. H. Donahue, for fifteen years on the staff of the Frank Presbrey Company, New York, and, in recent years, vice-president, general manager and a director of the agency, has resigned because of ill health.

H. I. McGill and I. M. Simpson Join Albert Frank

Henry I. McGill, for many years in charge of transportation advertising in the New York *Evening Journal* and other Hearst newspapers, has joined the New York staff of Albert Frank & Company, advertising agency.

Cliff M. Simpson, for the last six years head of the Simpson Merchandising Service, has joined the marketing division of Albert Frank & Company. He will also be located at the New York office.

Death of T. B. French

Thompson B. French, advertising manager of the Atlanta *Constitution* for over twenty years, died recently at the age of sixty-one. He had been with the *Constitution* for thirty-seven years. He retired two years ago because of ill health.

General Gas Light Appoints Schoonmaker

The General Gas Light Company, Kalamazoo, Mich., maker of Radiantfire, has appointed the Carl B. Schoonmaker Company, advertising agency of that city, to direct its advertising account.

New Account to Homer McKee Agency

The Formfit Company, Chicago, maker of girdles and brassieres, has placed its advertising account with the Chicago office of Homer McKee Company, Inc., advertising agency.

Colonial Molasses to Churchill-Hall

The Colonial Molasses Company, Brooklyn, N. Y., has appointed Churchill-Hall, Inc., New York advertising agency, to direct the advertising of its molasses, honey and syrup products.

Joins "Physical Culture"

Miss Elinor Ely, formerly on the physical education staffs of the University of Oregon and Teachers College, Columbia University, is now with *Physical Culture*, New York, where she is handling school extension service.

Buys Typography Business

J. M. Bundscho, Inc., Chicago typographer, has purchased the shop and typographical equipment of Harold A. Holmes, Inc., advertising typographer, also of that city.

Typhotetae to Meet

The United Typhotetae of America, the National Stationers' Association and allied groups will hold their annual convention at New Orleans on October 12, 13 and 14.

Candy Brands, Inc. to Start National Campaign

THE merger which took place in the candy field last December, bringing together under the name of Candy Brands, Inc., several well-known advertised makes of candy, is planning an aggressive advertising and merchandising plan starting with a full color page in a weekly periodical on October 11, the opening day of National Candy Week. During the fall this advertising will be followed by other similar color pages and magazine spreads in color in another weekly publication.

The formation of Candy Brands, Inc., has brought under the direction of this corporation, headed by E. T. Bedford, 2d, formerly president of Repetti, Inc., the following brands: Lowney, Samoset, Repetti and Greenfield. Sales of these brands are being continued under the several sales managers but are being directed by one merchandising head, A. E. Philips, who states that Candy Brands is ready to inaugurate a merchandising plan this fall that will extend beyond "mere scientific perfection in candy production to an attempt to make candy fit into the wants of the modern consumer."

"Candy making," according to Mr. Philips, "as far as purity of ingredients and packaging are concerned, has reached a certain degree of scientific perfection, but for the modern public we feel candy must be merchandised not as 'just candy' but in terms of the pleasure sensations, its health qualities and, last but not least, with an emphasis on style considerations. And so we are going ahead on the premise of making not what we as manufacturers want but what the public likes.

"During the last summer we organized the Candy Brands Institute with Ida Bailey Allen directing its work. This Institute will place its 'Award of Merit Seal' on packages of outstanding merit and this seal will also be featured together with

the work of the Institute in our advertising."

In addition to the advertising already mentioned, business-paper advertising announcing the campaign to the drug and confectionery trades and direct mail, consisting of five mailings to dealers, will be used this fall. Window display material designed to tie-up directly with the national advertising will round out the advertising program.

Buy "Chain Store Management"

Chain Store Management has been sold by the H. H. Lestic Publishing Company, Los Angeles, to interests identified with the *Pacific Shipper*, San Francisco, of which Walter D. Martin is editor and publisher. Under the ownership, Mr. Martin becomes editor and manager of *Chain Store Management*, with which H. H. Lestic will continue in an advisory capacity.

Editorial and business offices will be moved from Los Angeles to 180 No. Michigan Ave., Chicago, but ownership will remain in San Francisco where a new company has been organized under the laws of the State of California. It will be known as Mercantile Periodicals, Inc.

Representation of *Chain Store Management* will continue unchanged with William D. Ward, Eastern representative at New York; W. C. Nichols, Western representative at Chicago, and Caldwell & Caldwell, Pacific Coast representatives at Chicago.

Publication for 5 and 10 Men Started

The Syndicate Store Merchandiser is the name of a new monthly being published by the Syndicate Store Merchandiser, Inc., with offices at 951 Broad Street, Newark, N. J. It is 5¼ by 7¾ inches in size and is being edited for managers of five-and-ten cent stores. Beverland M. Ramsey is editor and Roy J. Cook is advertising manager.

Death of A. M. Dodd

Arthur M. Dodd, general sales manager of the Horton Manufacturing Company, Fort Wayne, Ind., died recently at that city at the age of forty-seven. Before joining the Horton company he had been with the Commonwealth Edison Company, Chicago, and, at one time, had been in charge of washing machine sales for the Federal Electric Company, also of Chicago.

New Accounts to Croot

The Kroydon Company, Maplewood, N. J., Kroydon golf clubs, and the J. Wiss & Sons Company, Newark, N. J., cutlery manufacturer, have placed their advertising accounts with the Samuel C. Croot Company, Inc., New York advertising agency.

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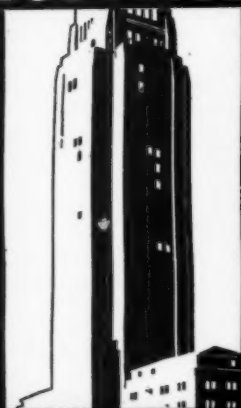
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IN LOS ANGELES



THE LARGEST
DAILY NEWSPAPER
»BOTH IN CIRCULATION
AND IN VOLUME OF
ADVERTISING
IS THE
EVENING HERALD

REPRESENTATIVES

NEW YORK
HERBERT W. MOLONEY
342 MADISON AVE.

CHICAGO
JOHN H. LEDERER
326 WEST MADISON

DETROIT
RAY MILLER
GENERAL MOTORS BLDG.

SAN FRANCISCO
A. J. NORRIS HILL
CALL BLDG.

Let the Salesmen Do the Selling

The Sales Manager's Job Goes Far Deeper into the Firm's Business Than Merely Directing Sales

By John R. Poyser

Sales Manager, Doelger & Kirsten

I HAVE been extremely interested in the articles* appearing in your publication recently as to whether sales managers should direct sales or do the selling themselves. Let me add my vote with that of Ray C. Hahn that they should manage.

I cannot agree with Mr. Hahn that a sales manager does not necessarily have to have actual selling experience in the field to become a successful sales manager. True, some men may have made a success of managing sales without actual field experience—but they are the exceptions rather than the rule. A successful sales manager usually must have some field experience, although he need not be a top notcher.

Selling has not yet been reduced to a science and until it has been, salesmen will continue to be temperamental. In order to succeed in handling his men, maintaining harmony, discipline and good-will, a sales manager must recognize the problems which confront salesmen, be able to work with them and show them how to overcome their difficulties. How is a sales manager going to do this unless he knows from actual experience the problems, discouragements and everything else that confront salesmen from time to time?

It seems to me that when a sales manager must spend a large portion of his time out in the field working with his men, he automatically admits that he has a poor sales force, otherwise why would it be necessary for him to spend his time in the field, bolstering up his men and doing the work they should be capable of performing?

*This discussion was started in the July 23 issue by an article entitled: "Needed: Sales Managers Who Can Actually Sell." Both sides of the question have been discussed in succeeding articles.

Such men are not sales managers in my opinion, but rather star salesmen, flattered with the title of sales manager.

The job of directing sales is a job in itself and while a sales manager should personally contact his men he should do so more to gain their confidence, iron out misunderstandings, instruct them, etc., than to do their work for them. Imagine yourself a salesman out in the field working on a job and doing good work. Along comes the boss and closes the deal. Does that make you feel any better or would you have some slight feeling of resentment?

Some of the Duties of Sales Manager

I may be pretty old fashioned but I feel that a sales manager's job goes far deeper into the firm's business than simply directing sales. Let me illustrate. In addition to managing sales, I personally keep a check on credits, supervise handling of complaints, have a great deal to say on advertising matters, and of course keep writing to prospects.

Personally I can do more for our men by spending most of my time right here in the office, helping them sell by writing to their prospects, than would be possible by flitting about from city to city and State to State, doing the work our men are paid to perform. It may be that our sales problems are different from that of many other concerns, and what applies to us may not to the other fellow. We do not have any direct control over our men, but employ manufacturers' representatives, handling several other non-competing lines in addition to ours. These are usually very high-grade men and often ex-sales managers themselves.

My job in directing sales is to

Put a Brass Tack in the Quality Market

LEAVING all ballyhoo and high-pressure selling talk outside—and getting down to brass tacks, the Barron Group publications reach the quality market right at the source—the pocket-book.

Barron Group publications—The Wall Street Journal, Boston News Bureau, and Barron's, The National Financial Weekly—are read for dollars and cents reasons. The news about money is vital to those who have money. It is vital to few others. Hence, the circulation of the Barron Group is one without waste to advertisers who sell quality products. It is a circulation where money circulates.

If your space problem is to reach those who can afford to buy quality products—take this short cut to the largest "dollars and cents" reading public. Put a brass tack in the quality market at the point where it counts the most.

A special rebate covering all three papers of

THE BARRON GROUP

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

The BARRON GROUP

The Wall Street Journal

Boston News Bureau

Barron's, The National Financial Weekly



**THE PRESTIGE REMAINS
LONG AFTER THE EVENT
HAS PASSED**

SEND *Genuine Engraved Business Announcements*

A CHANGE of address. An important addition to your personnel. A new model. A convention or exhibition. These and similar occasions require announcements to your customers and business associates. And to make the event truly impressive—Genuine Engraved Announcements.

You instinctively respect the message that is *genuine engraved*. So, too, will those who receive your message. A trifling extra amount gives you this prestige—prestige that will remain long after the event has passed. The steel and copper-plate engraver offers you the widest selection of designs to suit every need. Color, too, to add charm and distinction. Call him in for counsel.

VALUABLE AWARDS • YOU MAY WIN

The most distinguished Genuine Engraved Announcement will receive this \$100.00 Parker DeLuxe Desk Set, as **FIRST PRIZE**. Two other trophies for second and third prizes; similar awards for Genuine Engraved Letterheads, Business Cards and Christmas Cards. See your E. S. M. A. engraver for official entry blank. Contest closes Dec. 31. Write for list of E. S. M. A. members in your city. Engraved Stationery Manufacturers Association, 250 W. 57th Street, New York.



THE MARK OF ENGRAVING



MEANS GENUINE QUALITY

keep our product more prominently before every one of our representatives than their other lines; to make their business relationships with my firm so profitable that they will push our product in preference to the other products that they are handling.

This isn't done by going out and helping them sell, and it isn't accomplished by pep letters. It is only through gaining their absolute confidence and co-operation that I have been successful in building an organization of real live manufacturers' agents, who take a genuine interest not only in our product but

in our firm. They know that they can depend upon me in turn to give them that same co-operation and the same loyal support which I expect from them.

I admit that I have much to learn, yet I am firmly convinced that outside of periodical visits to our representatives, I can do more for them, our sales volume, my firm and myself, by letting the men do the selling. Of course, there are exceptions to this rule and when any of our salesmen send out an S.O.S., I hop the carrier that will get me to the firing line the quickest.

What Groucho Says

He Wonders If Gates Had the Right Idea

YEP, I'll accept your congrats. I'm second V.P. now, and sticking to the ship. Who's our first V.P.? Aged man of fifty-one years, named Beesman. Never saw him? No you wouldn't. He quit ten years ago. Comes in once a month for his check. Usta come in for directors' meetings till we quit passing around gold pieces. Luckiest fellow I ever saw matching for gold pieces of absent directors. What's he do? Raises polo ponies. He had some big billings years ago, got the pip or something. Kept his stock, made a deal for a perpetual percentage on his accounts and a perpetual first V.P., got out, got well and went into pony breeding.

That's that. Now Gates is out and I'm second V.P. More salary? Of course not. Don't be silly. Now Gates is out and I'm second V.P. and that's all there is to it.

Gates wanted me to quit with him and run our own business. Two of his best clients agreed to give him their business.

Gates said:

"Groucho, we're getting the small end of all this. We're falling for a hokum known as house loyalty and organization spirit. People been trying for years to make 'organization' act like it was 'brains.' Can't be did. Advertising is a one-man business if it is any good.

Oh well, perhaps two men or three—plus a pup or two. Man for space buying, man for ideas and executive and a man for copy. These guys if they happen to be good and live and breathe only for the client, can produce great advertising. Big Organization; bah! Why the minute an account comes into a big house a whole lot of jealousies and even knife work come in with it. The big client who hooks on to a big agency thinks he has 300 or more sweating slaves who'll die for his holy cause."

Well, I dunno. Mebbe Gates exaggerates a bit. He's an enthusiast. I wonder if he's right. Guess he'll jump from an income same as mine to a bigger one and only two or three clients to worry about instead of six. Still I think mebbey he's wrong. There must be a lot in big organization. All big bosses say so. There is some of that internal jealousy in a big shop, I know. Guys who are very anxious to get other guys' jobs and all that.

Wonder if Gates is right after all. Suppose he really envies the big boys and will get big himself soon as ever he can. Confound his ornery hide, what business has he got to get me all fuddled up this way?

GROUCHO.

Force Copy Inspirations—Don't Wait for Them

Inspiration Is a Product of Concentration

By Howard D. Taylor

Of Gale & Pietsch, Inc.

COPY writers are often asked, "How do you get good ideas when you want them?"

The general opinion is that a good idea is an inspiration—something that flashes across the mind without conscious effort or thought on the part of the writer.

Many inspirations do come that way in moments of relaxation or when the mind is occupied with other things. A writer may be reading a detective story and quite intent upon the solution of a complicated plot when a single word or sentence may jump out from the page and suggest a headline or keynote for some advertising campaign which is in his subconscious mind, lying in wait for ideas.

Inspiration, in the true sense of the word, does come unsolicited. It follows the "Law of Reversed Effort" as described by Badouin in his book, "Suggestion and Auto-suggestion."

A good example of this law is when you forget a name. You feel that it is "right on the tip of your tongue" and yet you cannot think of it. The harder you try the more it eludes you. Finally you give it up and think of other things and suddenly it pops into your mind.

I know a copy writer who gets most of his best ideas while sitting in an easy chair at home listening to the radio. He is musically inclined and good music is utter relaxation to his mind. It is then that inspiration comes to him.

But copy writers can't sit around waiting for inspirations while publications have closing dates. Copy writers work better under pressure. Just tell one that you want an advertisement in a week and in five days you will find that he hasn't started it. Tell him that it is needed tomorrow and it will probably be written in an hour.

The experienced writer knows how to force his ideas, when rush work is assigned to him.

He doesn't sit and ponder. He reads whatever information is given him about the article to be advertised and immediately begins to write something about the subject in hand. He knows that his first sentence is not what he would like it to be and neither is the next one, but he keeps on writing.

This induces concentration. He proceeds to warm up to his subject and then two things are likely to happen: He will probably find that by eliminating the first, or perhaps the first two paragraphs, he has written a good advertisement. Or he will see a sentence or a phrase so full of meat that it is a subject for a rewrite, or for another advertisement in the series, or for a headline for the one he has written.

As a matter of fact, many slogans are arrived at by this method. For example, the Morton's Salt slogan—"When It Rains It Pours" was built up by this method. Notice I say "built"—not drawn out of the blue sky.

The writer was given the assignment to write a series of twelve pages for a women's publication. The main thought to be stressed was the fact that this salt did not cake or harden and that it was "free running"—a standard term in the salt industry.

He sent a boy to the 10-cent store for a salt shaker and spent a few minutes pouring salt from the shaker, examining the grains with a magnifying glass and proving to himself that the grains were small cubes and always separate.

Then he began to write. After describing the cube crystals, the absence of broken grains and dust, the purity, and all the ordinary things that would naturally come



Bench Warmers!

HOW many of your salesmen are warming the bench outside of some buyer's office—losing time waiting for orders that never become sales because the major executive who must confirm the order doesn't know your product or hasn't been sold on it? The quickest, surest, most inexpensive way to get your message read by the

important men in the leading department stores of the country is an advertising campaign in the pages of **THE MERCHANDISE MANAGER**—the one publication in the department store field devoted exclusively to the interests of the major executives—the men who make the important decisions.

The Merchandise Manager

205 East 42nd Street, N. Y. C.

Harland J. WRIGHT, Publisher

Frank H. KAUFMAN, Advertising Director

Speediest



THE BUSINESS WEEK

to mind, he worked up to this paragraph: "You don't have to shake it—it pours in any kind of weather. Even when it rains—it pours." Up to this moment there was no headline, but the last sentence stood out as the keynote idea. It was lifted out and submitted as a slogan.

Inspiration—so called—is often forced by talking to the advertiser about his product. The copy writer sometimes recognizes a point of interest in some fact that seems commonplace to the manufacturer.

Just as the newspaper man has a "nose for news," the copy man spots an idea in the most casual remark of a sales manager, superintendent, or engineer.

During the war when institutional advertising was a national pastime, a manufacturer of automobile axles decided upon an educational campaign in magazines to promote the semi-floating axle principle.

The advertising agency was advised that the public didn't know the difference between a semi-floating and a full-floating axle and that they thought a semi-floating must be only about half as good as a full-floating axle. The copy writer studied a lot of technical details and couldn't find any simple way to explain the difference.

So he took a trip to the factory—not to go through the shops, but to talk to the chief engineer. This man proved to be a good talker and very enthusiastic about his product. In the course of his talk he looked out the window from which could be seen a railroad track curving around a mountain side. He said: "Look at that railroad. Imagine the side strains on the axles of the locomotive and cars when they hit that curve."

There was the point of interest. The semi-floating axle in the mind of the writer at once became the locomotive axle and as such it was presented to the public in a series of page advertisements with headings like "When the Limited Hits a Curve."

Now the question is—what is an inspiration or is there any such thing?

Inspiration—so called—is often forced by talking to the advertiser about his product. The copy writer sometimes recognizes a point of interest in some fact that seems commonplace to the manufacturer.

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Inspiration is a product of concentration and the way to concentrate is to go to work. Warming up to a subject is concentration, and ideas come when you stir up your interest by digging into the subject. After a period of concentration (or hard work) you do not put the matter out of your mind entirely. Subconsciously you are still going over it, and while the subject is back in your mind you are susceptible to the unsolicited flashes that come in moments of relaxation. But you put yourself in a receptive state by previous work and thought.

I still maintain that inspiration is concentration and that you can force ideas by going to work.

American Rolling Mill Advances R. C. Todd

R. C. Todd has been appointed assistant vice-president of The American Rolling Mill Company, Middletown, Ohio. He was formerly assistant general sales manager. His new duties will involve special work in connection with the company's sales activities. He joined the company in 1900 and became assistant general manager of sales in 1924.

H. M. Richards, manager of the Cleveland sales district has been appointed assistant general manager of sales and will return to the home office in Middletown. Mr. Richards has been with the organization since 1913. Foster E. Wortley has been appointed to succeed Mr. Richards as Cleveland district manager.

Governor Pinchot Orders Film Campaign

Gifford E. Pinchot, Governor of Pennsylvania, has directed that motion pictures be taken of all the activities of the Port of Philadelphia, including not only the Delaware River front but also the Schuylkill River. The films taken will be shown in colleges, universities, theaters, schools, churches and private and public organizations throughout the State in an effort to advertise Philadelphia—the Port of Pennsylvania; and show its facilities for shipping, receiving, and storing merchandise, grain and other commodities as well as a passenger steamship terminus.

New Business at Spokane

Isherwood-Dyer, Inc., is the name of a new advertising business formed recently at Spokane. C. A. Isherwood, formerly advertising manager of the Eldridge Buick Company, Seattle, and A. E. Dyer, formerly operating an advertising business at Spokane under his own name, are the principals in the new business.

**TO PRESS
ON THUR.
TO MAILS
FRI. & SAT.**



**THE
BUSINESS
WEEK**

How Educator Food Increased Volume 44 Per Cent This Year

(Continued from page 6)

ray treatment, nutritive benefits, flavor, value—but so far it has been unnecessary for us to say anything more than 'Hammered Wheat Thinsies.'

Another phase of the merchandising situation that has kept sales stimulated has been the changing status of the price. Thinsies were brought out first as a 30-cent item, the price being printed on the box and published in the advertising. As production increased it was possible to bring down the price, first to 29 cents, then to 27 cents, and so on until it is being sold as low as 23 cents. Because of its still relative newness, however, retailers are offering the 23-cent price as an introductory figure. Retailers have given the product plenty of supplementary advertising. When an article is moving, when advertising will sell it directly, retailers don't need persuasion to advertise it, for they are eager of their own accord to find items by means of which their own newspaper expenditures will be directly productive.

Mr. Cullen is planning soon to give publicity by means of the various media of advertising to the fact that Educator Food has increased employment. Sales increased \$1,659 per day, employment increased 33 per cent, is to be the theme of this advertising. The subject is of course timely and will no doubt attract attention.

The name Thinsies appears to have been a particularly happy choice, although Mr. Cullen says the full value of its appeal did not occur to him at the time of its selection. He adopted it from a long list of names that had occurred or been suggested to him. It appeared to be appropriate because the product was "the thinnest cracker ever made." He was not sure of its effectiveness, however, and was prepared to change the name after studying the initial reactions.

To learn how the public reacted he stationed observers in the stores where the initial demonstrations were taking place during the first month's try-out. When a customer sampled of her own accord and bought, the observer approached her and inquired what attracted her interest in the sample. A large number of replies were to the effect that the name attracted them, it suggested slenderness. There was, it was found, an impression that whole wheat could be eaten plentifully without danger of adding *avoiirdupois*. The name, in other words, had a different connotation to the public than that Mr. Cullen had had in mind.

As a result of this reaction, a silhouette of a slender feminine figure was added to the package and incorporated in the advertising.

With plant capacity increased, the company in August brought out a companion product, Tookies, a hammered wheat sweetened cookie. Its course, while not quite so meteoric as that of Thinsies, has been pretty similar. They are being advertised as "The Hammered Wheat Twins." The tide is mounting on both products and Mr. Cullen is contemplating with confidence the 100 per cent increase in business for next year for which he has planned.

The design of both packages carries out the thought of something new and startling. "Hammered Wheat Thinsies" and "Tookies" stand out in bold lettering on all sides. The coloring of the one is white on solid blue, the other white against solid black. On this point Mr. Cullen said: "My observation of grocery shelves showed me that they were a conglomeration of coloring and it struck me that plain colors with strikingly bold lettering would be a strong contrast that would make the new packages stand out."

I asked Mr. Cullen: "While all this was going on what happened to the other parts of the business?"

"They increased 26 per cent," he promptly replied.

"And why was that?" I queried. "One might think that with the

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Through the use of the new process, the color of the ink is made to stand out more prominently than ever before.

For more information, write to the nearest branch office.

Branch Office, New York City, 100 Broadway, Room 1001.

Branch Office, Chicago, 111 North Dearborn Street, Room 1001.

Branch Office, Philadelphia, 100 North Second Street, Room 1001.

Branch Office, St. Louis, 100 North Second Street, Room 1001.

Branch Office, San Francisco, 100 North Second Street, Room 1001.

Branch Office, Seattle, 100 North Second Street, Room 1001.

Branch Office, Washington, 100 North Second Street, Room 1001.

Branch Office, New Orleans, 100 North Second Street, Room 1001.

Branch Office, Boston, 100 North Second Street, Room 1001.

Branch Office, Portland, 100 North Second Street, Room 1001.

Branch Office, Denver, 100 North Second Street, Room 1001.

Branch Office, Salt Lake City, 100 North Second Street, Room 1001.

Branch Office, Minneapolis, 100 North Second Street, Room 1001.

Branch Office, Kansas City, 100 North Second Street, Room 1001.

Branch Office, Omaha, 100 North Second Street, Room 1001.

Branch Office, Des Moines, 100 North Second Street, Room 1001.

Branch Office, Sioux Falls, 100 North Second Street, Room 1001.

TWO

practical ideas that can be built up into effective business plans. But in searching his experience he must first know in general terms what he is looking for; he must outline an objective based on his needs and then in tracing the path of his experience he is likely to find something that will enable him to meet it.

"It was the understanding of an objective that made me stop in my search at that long-ago experience in New Mexico and put the two together."

R. N. McCarty with Bureau of Broadcasting

R. N. McCarty, formerly head of the R. N. McCarty Advertising Agency, Detroit, and recently with radio station WKRC, Cincinnati, has been appointed district manager of the Buffalo, N. Y., office of the Bureau of Broadcasting, Inc., Chicago.

M. M. Lowe Joins "Life"

Melville M. Lowe, for the last nine years with the New York office of the Chicago *Tribune*, has joined the advertising staff of *Life*, New York.

Donnelly Outdoor Adopts New Sales Policy

A New England unit of Outdoor Advertising, Inc., has been established with offices in the Statler Building, Boston, it is announced by Edward C. Donnelly, Jr., of John Donnelly & Sons, who is also a director of Outdoor Advertising, Inc. This new unit will represent New England outdoor advertising plant operators and will take over and further develop the work of the national sales offices of John Donnelly & Sons.

Thor-O-Bilt Account to Jones

The Amesbury Brass & Foundry Company, Amesbury, Mass., manufacturer of Thor-O-Bilt display products, refrigerator cases and equipment, has appointed Frank H. Jones, Boston advertising agency, to direct its advertising account. Business papers will be used.

Appoints S. M. Goldberg

Printing Equipment Engineer, Cleveland, has appointed S. M. Goldberg, publishers' representative, New York, as its Eastern advertising representative.

Potato Account to B. B. D. & O.

The Mapco Potato Company, Boston, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising.

THE ONE BEST WAY —is the modern quickest way



Today, there's a one best way in everything. Faithorn COMPLETE SERVICE offers the best way to produce the mechanical requirements of your advertising. This service consists of (1) ad-setting, (2) engraving and (3) printing, with electrotypes and mats—all under ONE roof. Only ONE contact and ONE order necessary. If you are interested in securing the best kind of production needs at a saving of TIME, MONEY and TROUBLE, the time of times to use Faithorn certainly is now!

THE FAITHORN CORPORATION

Ad-Setters • Engravers • Printers

504 Sherman St., Chicago Phone Wab. 7820

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C. W. FULLER

Publishers' Representative

*Representing
in New England*

**The Sportsman
Life**

The Theatre Guild Magazine

Offices at
**89 Broad Street
BOSTON**

**11 East 44th Street
NEW YORK**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6900. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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London: Thomas Russell

NEW YORK, OCTOBER 8, 1931

Concerning the Cash Surplus

Simon Guggenheim, president of the American Smelting and Refining Company, returned from Europe last week. He told ship news reporters that dividends should be maintained as long as possible for the benefit of the small stockholder. "For what better purpose," Mr. Guggenheim asked, "could surpluses, built up in good years, be used than in the maintenance of dividends, thereby creating goodwill and confidence among stockholders?"

Many people are asking just what some of the great cash surpluses are for, which have been built up during good years. In one recent case a company with many million dollars in cash cut its projected advertising campaign in half and reduced its dividends to build its surplus still higher.

A man just as conservative as

Mr. Guggenheim, a banker of note, recently wrote in a bankers' magazine that many corporations are liquid beyond all possible needs. It is this banker's idea that corporations with excessive cash resources should distribute over the next year enough cash to bring their current asset position down to a comfortable figure. He mentions the old rule of commercial-paper buyers, that a corporation is in a comfortable position if its cash and accounts receivable equal the accounts payable, leaving the inventory free from debt.

A well-informed financial writer, a careful student of the present situation, believes that more than a billion dollars could be released through dividends, unemployment benefits, and other ways, if many corporations with great cash surpluses would pay some of it out and thereby produce a tremendous amount of buying power at a time when it is badly needed.

PRINTERS' INK has previously suggested that no better investment for part of the big cash surplus could be made than increasing the advertising appropriation at a time like this, when it is one thing which can increase demand without at the same time increasing the amount of goods which must be sold.

The very best reserve fund in any business will be found in the good-will of that business. Many a board of directors has devoted surplus profits to building up strong reserve funds that were often invested in what were once known as gilt edge securities. Many boards of directors were then kept busy for many years afterward writing down, out of further surplus profits, the cost price of these same gilt edge securities to meet falling market values.

Reserves are often mere window dressings and are seldom distributed unless the company winds up. They have been said by financial writers to give the wrong impression of values and to render useless some time-honored standards by which security values have been judged for years. This applies particularly in the bond mar-

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ket. The whole idea of a surplus is that of an umbrella for a rainy day. We are now passing through the rainiest days that our present economic system has ever known. It would seem to be common sense for management and boards of directors to consider investing some of their cash surplus (that is, those companies which still have a cash surplus) in advertising on a carefully planned, long-time basis designed to open up new markets. Ineffective demand or demand which has not been tapped with the right product at the right price is at the root of some of our present stagnation.

It would seem to be high time that big cash surpluses became an interesting subject for general and frank discussion.

Advertising Inquiries

In this issue, we outline the comprehensive system developed by The Cromar Company for the purpose of following up inquiries received from publication advertising. This company has brought its methods to a point where every potential dollar of business is squeezed out of these advertising inquiries.

The advertising inquiry has had a career that has continually altered between extreme solicitude on the part of the advertiser and almost complete disregard. If it were possible to chart such things, the moving line would perhaps show that advertising inquiries were most energetically followed up in the period encompassed by the years 1914 to 1917. Then, as economic conditions changed radically, the advertising inquiry came to be looked upon more as a sort of test tube of copy appeal than as a definite lead for business. A short time later it began to lose even its significance as a barometer of copy effectiveness.

Time after time, PRINTERS' INK has obtained reports made by staff and outside investigators who wrote from home addresses to advertisers and found that their inquiries were carelessly handled. Advertisers have retorted by declaring that the inquiries did not warrant closer at-

tention; that their actual money value had been over-estimated.

But today, with the advertising dollar considerably shrunk, and with an accompanying necessity of overlooking no potential source of profitable business, advertisers are again turning to the inquiry received from publication advertising. Slipshod follow-up systems are being overhauled. The follow-up material is being improved.

It may well be that in boom times there are more economical ways of getting business than by careful follow-up of advertising inquiries. But in times like the present, the advertising inquiry should, in most cases, be looked upon as a definite possibility of potential business, and treated with all the respect that a profitable order is entitled to these days.

Charge Accounts and the Retailer

Sidney N. Sands, administrative chairman, Associated Dress Industries of America, recently sent out a stirring plea to the women of America asking them to pay cash instead of using the charge account which, according to Mr. Sands, they often abuse to the extent of letting bills run from sixty to ninety days past due.

"The American woman cannot be too strongly urged to pay cash for her purchases," said Mr. Sands. "We have only to recall the magnificent service by our women in other times of stress for America to feel thoroughly confident that they will again come forward with their spirit of helpfulness and patriotism and 'do their bit' to help us overcome our present business and financial difficulties."

It is difficult to see how the women of America, once paying cash is put on the basis of meatless Wednesdays and sugarless coffee, can resist the temptation to become a unanimous band of Moll Pitchers and dedicate themselves once more to the service of the country and, incidentally, to the service of the retailer.

Perhaps at that Mr. Sands'

analogy is pretty good. The women of America had precious little to do with the starting of the Great War. It was thrust upon them. In some ways the charge account has been thrust upon them also. Not so many years ago it was considered good tactics for the retailer to mail to a selected list of names a letter which commenced, "Dear Madam: For your convenience we have opened an account in your name—." The idea was, of course, that once the woman opened a charge account she would become a steady customer and would not take her trade elsewhere. Like a great many other interesting competitive ideas it was so simple that it could be used by all competitors and therefore automatically canceled itself out.

We are in the greatest sympathy with the retailer who finds thousands of dollars of past due bills on his books. Doubtless if these could be cleaned up and customers put on a cash basis business would benefit greatly.

On the other hand, it is a little difficult to sympathize with a large number of retailers who have consciously or blindly fostered the very condition which Mr. Sands now deplores. After all there has never been any law that forced retailers to give charge accounts any more than there has been a law forcing wholesalers to carry retailers for sixty, ninety or 120 days. Nor has there been any law which has directed the retailer to keep slow payers on his books.

The women of America may be badly to blame for not paying their bills. The retailers of America, however, are equally to blame for making it possible for women to continue to run up bills.

Retailers, by their willingness to allow charge accounts to run far beyond a thirty-day period, by their policy of opening accounts with doubtful credit risks, have aggravated credit conditions. When they acquire the courage to get their charge business on a sound basis—for the present, at least, a decided trend to strictly cash business seems unthinkable—they will solve the problem.

Too Much Squatter Sovereignty

"Well," a wholesale grocer remarked to us recently, "I see where, in addition to the chain stores, we now have another enemy to fight." He was referring to the National Food Distributors' Association, more familiarly known as the organization of the wagon jobbers.

The wholesaler was very much perturbed over a report by E. J. Martin, secretary of the wagon jobbers, saying that the members of his association distribute some \$280,000,000 worth of food products in a year at an average overhead cost of only 3.8 per cent. It seemed to him that with all these "enemies" coming along, the wholesale grocer might be forced eventually to occupy only a minor place in the distribution scheme or be run out of business altogether.

What he seemingly has in mind, although he does not express it in so many words, is an application or adaptation of the doctrine of squatter sovereignty. If a certain element pre-empts a specific function in distribution it should, according to his view, be suffered or allowed to rest there in peace.

The wagon jobber did not get into his present desirable position through influence, politics or sentiment. Neither did the chains get into theirs by this means. Each rose because it performed a service that others were either unwilling or unable to extend. The fact that they entered the merchandising picture many years after the standard wholesaler and the independent retailer, hasn't the slightest thing to do with the case.

We have an idea that numerous businesses could do themselves the greatest of services at the present juncture if they would only remember this: nobody owns the field he is in; it is his only as long as he can hold it against competition. But it is equally true that nobody has a monopoly on good merchandising and the extension of real service. If there is economic justification for the existence of a business or a system of distribution, it can hold its place.

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Some Companies and Products we Help to Advertise

ACETOL PRODUCTS, INC.

Cel-O-Gloss

INTERNATIONAL PRINTING INK CORPORATION

MANNING, BOWMAN & CO.

Electrical and Household
Appliances

THE PACKER MFG. CO., INC.

Packer's Tar Soap
Packer's Liquid Shampoos
Packer's Charm
Packer's Scalptone

PARKE, DAVIS & CO.

Pharmaceutical and
Biological Products

PROCTER & GAMBLE

Crisco
Chipso Flakes
Chipso Granules
Ivory Soap Flakes
Ivory Snow
Ivory Soap
Lava Soap
P & G—The White
Naphtha Soap
Puritan Oil

LEHIGH PORTLAND

CEMENT COMPANY

VACUUM OIL COMPANY, INC.

Gargoyle Lubricating
Oils for Plant Machinery
Gargoyle Marine Oils
Gargoyle Mobiloil
Gargoyle Mobiloil Aero Oils
Gargoyle Mobiloil
Marine
Gargoyle Mobilgreases

NATIONAL SHAWMUT BANK OF BOSTON

UNITED STATES RUBBER COMPANY

Gaytees—the Tailored
Overshoes
Keds
"U.S." Bathing Caps
and Shoes
"U.S." Blue Ribbon
Heavy Footwear
"U.S." Flooring
"U.S." Golf Balls
"U.S." Raynster Raincoats
"U.S." Soles and Heels
"U.S." Water Animals, etc.

NEW YORK EVENING POST

THE NATIONAL CITY CO.

Investment Securities

THE BLACKMAN CO.

ADVERTISING

122 EAST 42ND STREET, NEW YORK

MAGAZINE • NEWSPAPER • OUTDOOR • STREET CAR • RADIO

Advertising Club News

Appoint Publicity Group for Chicago Relief Drive

A number of Chicago advertising men have been appointed to the publicity and advertising division of the Cook County Joint Emergency Relief Campaign for the benefit of the unemployed. The drive is being conducted without overhead expense and these men are joining in contributing their services to the planning and preparation of advertising and publicity material.

They are: Charles Daniel Frey, president, Charles Daniel Frey Company; Henry T. Stanton, vice-president, J. Walter Thompson Company; George R. Cain, advertising manager, Swift & Company; William D. McJunkin, president, McJunkin Advertising Company; A. J. Lorenz, Lord & Thomas and Logan, Inc.; Burr L. Robbins, assistant secretary and general director, General Outdoor Advertising Company; Niles Trammell, vice-president, National Broadcasting Company; B. J. Mullaney, vice-president, Peoples Gas, Light & Coke Company; and William S. Hedges, WMAQ, Inc.

Ralph E. Heilman, dean of the Northwestern University School of Commerce, is chairman of the committee, which also includes several other Chicago business executives. E. E. Friganza, of the advertising department of the Illinois Bell Telephone Company, is secretary.

E. Frank Gardiner, director of advertising and publicity of the Midland United Company, has been appointed in charge of newspaper relations.

* * *

Again Heads Toledo Women's Club

Miss Irma Noonan, formerly president of the Women's Advertising Club of Toledo, has been named again to serve as president following the resignation of Miss Lenore Mills. Miss Mills, who is a member of the staff of the Campbell-Sanford Advertising Company, resigned as president of the club when that agency moved its headquarters to Cleveland.

* * *

Appointed by Milwaukee Women's Club

Committee chairmen of the Women's Advertising Club of Milwaukee have been appointed as follows: Program, Annette Snapper; membership, Ruth Loeffler; editor of "Ad-Sparks," Muriel Markham; publicity, Helen Weinmann; finance, Frieda Barth; attendance, Mae Kronquist, and social, Alice Kiesslich.

* * *

Heads Walla Walla Club

Sam Chernig has been elected president of the Walla Walla, Wash., Advertising Club. He succeeds Orla Moody, who has resigned following his transfer from the Walla Walla to the Spokane offices of the Pacific Telephone & Telegraph Company.

Atlanta Club Elects J. S. Roberts President

J. S. Roberts, advertising director of the Atlanta Retail Credit Company, has been elected president of the Atlanta Advertising Club. He succeeds Herbert Porter, of the Atlanta Georgian.

Other officers elected are: Roy Petty, of the Whitaker Paper Company, and J. L. Nave, of the Hubbard Printing Company, vice-presidents, and Claude Grizzard, of the Grizzard Advertising Agency, secretary-treasurer. Mildred Seydell, of the Atlanta Georgian, was elected publicity chairman, and Richard L. Hobart, of the Atlanta Constitution, editor of the club publication, "The Adviser."

Charlton Keen, of Groves-Keen, Inc.; J. W. Brooks, of the Westinghouse Electric & Mfg. Company; George Kohn, Sr., of Frost, Landis & Kohn, Inc., and Turner Jones, vice-president of the Coca-Cola Company, were elected directors of the club.

* * *

Sphinx Club Resumes at New Waldorf

Once again Waldorf's Oscar directed a banquet for the Sphinx Club. In doing so he fulfilled a promise made at the last meeting of the club which was held on the night of the closing of the old Waldorf-Astoria when he said that arrangements would be made to entertain the members of the oldest advertising club in the world on the opening of the new Waldorf-Astoria.

The occasion marked the 200th dinner of the club, with more than 600 members and guests in attendance to inaugurate the public opening of the new banquet hall. Presidents and officers of other advertising bodies were guests of the club at the dinner which was presided over by R. F. R. Huntsman, Sphinx president.

* * *

Montreal Club to Continue Study Group

The Adclub Study Group, which has been carried on by the Advertising Club of Montreal for the last two seasons will be continued again this year with courses opening with a series of ten lectures by Professor W. D. Tait, of McGill University, on "Psychology and Advertising." R. J. Ambler, advertising manager of the Northern Electric Company, Ltd., will again head the work of the group.

* * *

Dorothea Mattes, Treasurer, Philadelphia Club

Miss Dorothea Mattes, of Stephen F. Whitman & Son, Inc., Philadelphia, has been appointed treasurer of the Philadelphia Club of Advertising Women. Miss Mattes fills the vacancy caused by the death of Miss Lydia M. Roesler.

Advertising Specialty Groups Re-Elect

THE Advertising Specialty National Association and affiliated groups—the Association of Advertising Specialty Manufacturers and the Association of Advertising Specialty Manufacturers-Importers-Jobbers—met at Chicago last week and discussed various aspects of sales and credit policies for 1932. It was generally agreed that sales effort should be in no way curtailed, that price-cutting should be scrupulously avoided. All officers and directors of the three groups were re-elected, with several additions to the boards of the two affiliated groups.

Officers and directors continue for another year as follows:

Advertising Specialty National Association: Charles R. Frederickson, The American Art Works, president; Carroll H. Sudler, Ketterlinus Lithographic Manufacturing Company, vice-president; J. B. Carroll, J. B. Carroll & Co., treasurer and D. W. Campbell, A. Selikowitz, R. L. Jung, Theodore R. Gerlach, Charles B. Goes, Jr., and A. Van Sledright, directors.

Association of Advertising Specialty Manufacturers: Theodore R. Gerlach, Gerlach-Barklow Company, president; J. B. Carroll, vice-president and Charles R. Frederickson, U. Rae Colson and H. E. Kranhold, directors. In addition, William E. Seely, of The Osborne Company, and C. E. Erickson, of the C. E. Erickson Company, were elected new directors of this group.

Association of Advertising Specialty Manufacturers - Importers-Jobbers: Charles B. Goes, Jr., Goes Lithographing Company, president; D. W. Campbell, Texas Novelty Advertising Company, first vice-president; F. A. Schneider, of the Ketterlinus company, second vice-president; A. W. Myers, Myers Manufacturing Company, third vice-president; and Carroll H. Sudler, Charles Burkholder, A. Selikowitz, A. Van Sledright and R. L. Jung, directors. E. Wilbush, of the Wilbush Calendar Importing Company, was added to the board.

The two-day session of the convention consisted principally of round-table discussions, with Homer J. Buckley, of Buckley, Dement & Company, as the only outside speaker.

New York was selected as the meeting place for the 1932 convention, which will be held from September 26 to 29.

Program for New England District Convention Ready

"Prosper with New England" will be the theme of the twelfth annual convention of the New England district to be held at Providence, R. I., October 22 and 23. Speakers at the opening session will include: Royal D. Farnum, Rhode Island School of Design; G. Lynn Sumner; Dr. Paul T. Cherington; Thorndike Deland; Harry Einstein, advertising manager, Kane Furniture Company, Boston; and Ernest Hoftizer, publisher, Boston *Daily Record*.

The evening of the first day will be given over to a question box smoker. The following will present pertinent advertising and marketing questions: For the advertising agency, L. W. Munro, Doremus & Company, Boston; for retail advertising, Harry F. Twomey, publicity director, Jordan Marsh Company, Boston; for the newspaper, Mr. Hoftizer; for financial advertising, Charles W. Earle, Chase Harris Forbes Corporation; for direct mail, John R. Demarest, Wilson H. Lee Company, and for radio advertising, Howard Angus, Batten, Barton, Durstine & Osborn.

Speakers at the morning session on October 23 will be: Harford Powel, Jr., H. B. Humphrey Company; Leo E. McGivena, advertising director, New York *Daily News*; Mr. Angus, Louis Fairchild, Fairchild Publications, and Rulison G. Parker, advertising manager, W. T. Grant Company.

At a luncheon meeting the principal speaker will be Harry Reid, president, National Electric Power Company, New York, whose subject will be "Public Utility Advertising Has a Man-Sized job to Perform."

At an afternoon session on October 23, the speakers will include Kenneth M. Goode and I. A. Hirschmann, director of publicity, Lord & Taylor. The annual banquet will be held in the evening with Billy B. Van, president of the Pine Tree Products Company, Newport, N. H., and Gilbert T. Hodges, president of the Advertising Federation of America, as the speakers.

Buys "Airway Age"

The Simmons-Boardman Publishing Company, New York, has sold *Airway Age* to Harry Schwarzschild, Flushing, N. Y., publisher of *Airports and Aviation Engineering*. *Airway Age* and *Aviation Engineering* will be consolidated under their combined names.

FAMOUS SECOND MEN



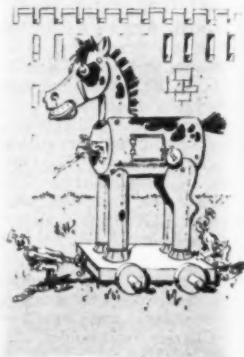
Horse Play Among the Ancients

Menelaus, King of Sparta, was sore. His wife, Helen, had eloped with Paris of Troy. "Put an ad in the Personal column," he said to his secretary. "I'm through paying her bills. And get out the army. We'll make the world safe for monogamy."

So they set out for Troy. But Menelaus found it a tough job to enter the city. After trying for a long time, he told his *second man*, Ulysses, to find some way of crashing the gate. Ulysses knew the Trojans were crazy over horses, horses, horses. So he built a big wooden one, filled it with soldiers, and tricked his way into the city.

* * *

That, gentlemen, is a good example of what happens when you play the horses. It's also a good example of how the *second man* usually executes the big ideas. The *big boss* decides that "Something must be done." But it's the *second man* who decides how to do it, and does it. He's the one to sell your specific product to. And *his own* magazine, SYSTEM, is the one to sell it through. Every advertisement in SYSTEM speaks directly to the second men in American business—your real buyers.



System

330 West 42nd Street, New York

McGRAW-HILL PUBLISHING COMPANY, INC.

Oct. 8
VOL
The S
Town
House
Fortun
Motor
Count
Arts &
Vanity
The A
Cosmo
Nation
House
Popula
Home
The S
Better
Ameri
The C
Popula
Forbes
Physic
Harpe
Boys'
System
Field
Christ
Norm
Redbo
Motio
Polo
Review
World
Atlant
Nation
Count
Ameri
Hunt
Movie
Exten
Amer
Scree
Radio
True
True
Forun
Amer
Psych
Outdo
Pictu
Maga
Sep
Scree
Mode

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	86	58,123
Town & Country (2 issues) 83		55,575
House & Garden	83	52,400
Fortune	73	46,057
Motor Boating	103	44,577
Country Life	55	36,872
Arts & Decoration	51	34,440
Vanity Fair	54	33,831
The American Magazine...	71	30,407
Cosmopolitan	71	30,247
Nation's Business	69	29,681
House Beautiful	36	22,767
Popular Mechanics	100	22,344
Home & Field	34	21,652
The Sportsman	34	21,562
Better Homes & Gardens..	46	20,809
American Home	30	18,860
The Chicagon (Sept.)...	27	18,456
Popular Science Monthly..	41	17,754
Forbes (2 Sept. issues)...	40	16,986
Physical Culture	38	16,515
Harpers Magazine	74	16,464
Boys' Life	23	15,810
System	37	15,802
Field & Stream	35	15,158
Christian Herald	22	14,924
Normal Instructor	22	14,836
Redbook	34	14,574
Motion Picture	32	13,812
Polo	19	12,432
Review of Reviews	28	12,225
World's Work	28	12,003
Atlantic Monthly	53	11,916
National Sportsman	27	11,747
Country Club Magazine...	18	11,325
American Boy	16	10,936
Hunting & Fishing	25	10,587
Movie Classic	24	10,183
Extension Magazine	15	10,159
American Golfer	16	9,980
Screen Book	23	9,695
Radio News	22	9,302
True Detective Mysteries..	22	9,293
True Confessions	21	8,811
Forum	20	8,724
American Legion Monthly.	20	8,450
Psychology	20	8,410
Outdoor Life & Recreation.	19	8,266
Picture Play	17	7,436
Magazine of Wall Street (2 Sept. issues)	18	7,294
Screenland	17	7,284
Modern Living	17	7,009



Wealth Is Buying Power

Yachtsmen control more wealth per capita than any other group of sportsmen.

Boat ownership

denotes not only surplus spending power, but also lively interest, activity, appreciation and the will to enjoy their prosperity.

Sales potentialities are higher in this charmed circle than in any other class market. Yachtsmen are connoisseurs in the art of living aviation and polo enthusiasts, world travelers, art collectors, pedigreed stock fanciers, faultless hosts who constantly entertain.

Through MoToR BoatinG, the world's leading boating magazine, you can talk intimately with these people. Intimately, because MoToR BoatinG deals exclusively with the sport that is closest to their hearts.

MoToR BoatinG

The Yachtsmen's Magazine

57th STREET at EIGHTH AVENUE
NEW YORK, N. Y.

Good-will

On the balance sheet of the American Tobacco Company, "Brands, Trade-Marks, Patents, Good-Will, etc.," are carried at \$54,099,430.40.

The R. J. Reynolds Tobacco Company carries "Brands, Trade-Marks, Good-Will" at \$1.00.

Why is the good-will value of Lucky Strike, Cremo and Bull Durham, built up by huge investments in advertising, carried at a figure so much higher than that for Camel and Prince Albert, which also have had the benefit of millions of dollars in advertising?

What is good-will? How is it obtained? Is it worth more or less than its balance sheet value when a company is sold or merged? How is the value of this intangible asset determined? Why do more and more companies carry it at \$1.00? Is there a formula for determining the value of good-will?

These are some of the questions that will be discussed in a series of two articles entitled

How to Determine the Value of Good-will

by

ANDREW M. HOWE

The first article, in the October 15th issue of PRINTERS' INK, will be accompanied by a list showing the balance sheet valuation of good-will as carried on the balance sheets of more than 150 American corporations.

Printers' Ink

	Pages	Lines
National Glider and Air-plane News	16	6,864
Sunset	16	6,685
Open Road for Boys	15	6,615
Elks Magazine	14	6,156
Travel	10	6,004
Screen Romances	14	5,912
Scribner's	26	5,832
Street & Smith's Big Seven Group	25	5,600
Golden Book	24	5,376
Scientific American	12	5,358
The Scholastic (1 Sept. is.)	12	5,273
Film Fun	12	5,253
True Experiences	12	5,114
Dream World	11	4,697
Nature Magazine	11	4,613
American Mercury	19	4,305
Young Men	10	4,160
Asia	9	3,816
National Republic	9	3,668
Rotarian	8	3,640
St. Nicholas	8	3,629
Munsey Combination	15	3,360
Model Airplane News and Junior Mechanics	8	3,347
American Forests	8	3,192
Newstand Group	12	2,761
Current History	11	2,563
Blue Book	5	2,019
Bookman	5	1,120
Street & Smith Combination	4	896
†October and November issues combined.		

WOMEN'S MAGAZINES

Vogue (2 issues)	156	98,242
Ladies' Home Journal	120	81,302
Harper's Bazaar	112	75,567
Good Housekeeping	144	61,799
Woman's Home Companion	83	56,479
McCall's	80	54,376
Pictorial Review	54	36,946
Delineator	54	36,658
True Story	74	31,725
Photoplay	45	19,384
Holland's	24	17,926
The Parents' Magazine	39	16,907
Household Magazine	22	15,010
Tower Magazine	33	14,255
Farmer's Wife	21	14,225
Woman's World	20	13,669
Junior League Magazine	28	11,945
True Romances	26	11,293
Child Life	19	8,114
American Girl	14	6,214
Needlecraft	9	5,888
Junior Home Magazine	12	5,139
Messenger of Sacred Heart	12	2,782
John Martin's Book	3	1,212

Lines

111 %**ADVERTISING GAIN FOR
OCTOBER HOME & FIELD**

Home & Field for October continues to show steady growth, with 21,652 lines of advertising, a gain of 11,414 lines over October 1930.

Look through this October number. See how charmingly and how skillfully it is edited to present the most pleasing of homes, their surroundings and their improvements in the most practical way.

See the advertising, that of representative, forward-looking concerns who are recognizing Home & Field's unusual values, its rapidly growing circulation, its constantly widening influence.

\$560,000,000 FOR RESIDENTIAL BUILDING

According to a survey just published, \$560,000,000 will be spent in the next six months for residential building. Manufacturers of building and decorative materials whose products are known to the consumer and the architect through advertising will get a large part of this business. Home & Field offers you a direct contact with an important and responsive group of desirable prospects!

HOME & FIELD

572 MADISON AVENUE, NEW YORK CITY

watch it grow — watch it develop

es com-

98,242
81,302
75,567
61,799
56,479
54,376
36,946
36,658
31,725
19,384
17,926
16,907
15,010
14,255
14,225
13,669
11,945
11,293
8,114
6,214
5,888
5,139
2,782
1,212

CANADIAN MAGAZINES

(September Issues)

	Pages	Lines
MacLean's (2 issues)	58	40,327
Can. Homes & Gardens	50	31,620
Mayfair	43	27,424
Canadian Home Journal	39	27,164
The Chatelaine	28	19,467
Western Home Monthly	24	16,915
Rod & Gun in Canada	22	9,558

SEPTEMBER WEEKLIES

September 2-7	Pages	Lines
Saturday Evening Post	66	44,658
Collier's	24	16,422
Time	37	15,987
New Yorker	33	14,320
American Weekly	5	9,478
Literary Digest	19	8,689
Business Week	20	8,537
Liberty	12	5,258
Judge	8	3,358
The Nation	5	2,100
Churchman	4	1,868
Life	4	1,568
New Republic	2	912
Outlook	1	512

September 8-14	Pages	Lines
Saturday Evening Post	94	64,183
American Weekly	12	23,097
New Yorker	53	22,619
Time	52	22,437
Collier's	29	19,641
Literary Digest	19	8,493
Business Week	17	7,499
Liberty	17	7,070
Life	9	3,941
Churchman	7	2,819
Judge	6	2,527
The Nation	4	1,500
Outlook	3	1,247
New Republic	2	835

September 15-23	Pages	Lines
Saturday Evening Post	90	61,093
Collier's	35	23,807
New Yorker	53	22,902
American Weekly	11	21,298
Time	33	14,234
Business Week	18	7,679
Literary Digest	16	7,412
Liberty	13	5,720
Judge	9	3,730
Life	8	3,575
The Nation	6	2,300
New Republic	4	1,705
Churchman	3	1,464
Outlook	3	1,286

September 24-28	Pages	Lines
Saturday Evening Post	60	40,664
New Yorker	49	21,241
Collier's	30	20,356

	Pages	Lines
American Weekly	9	17,979
Time	32	13,938
Business Week	19	8,115
Literary Digest	13	6,106
Liberty	9	4,010
Judge	8	3,610
The Nation	9	3,600
Life	6	2,629
Churchman	5	1,890
New Republic	4	1,687
Outlook	2	849

September 29-30	Pages	Lines
Business Week	17	7,134
The Nation	6	2,550
New Republic	5	2,151
Outlook	4	1,732
Totals for September	Pages	Lines
Saturday Evening Post	310	210,598
New Yorker	188	81,082
Collier's	118	80,226
American Weekly	37	71,852
Time	154	66,596
Business Week	91	38,964
Literary Digest	67	30,700
Liberty	51	22,058
Judge	31	13,225
The Nation	30	12,050
Life	27	11,713
Churchman	19	8,041
New Republic	17	7,290
Outlook	13	5,626

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

1. Vogue (2 issues)	156	98,242
2. Ladies' Home Journal	120	81,302
3. Harper's Bazaar	112	75,567
4. Good Housekeeping	144	61,799
5. The Spur (2 issues)	86	58,123
6. Woman's Home Comp.	83	56,479
7. Town & Country (2 is.)	83	55,575
8. McCall's	80	54,376
9. House & Garden	83	52,400
10. Fortune	73	46,057
11. Motor Boating	103	44,577
12. MacLean's (2 Sept. is.)	58	40,327
13. Pictorial Review	54	36,946
14. Country Life	55	36,872
15. Delineator	54	36,658
16. Arts & Decoration	51	34,440
17. Vanity Fair	54	33,831
18. True Story	74	31,725
19. Can. Ho. & Gar. (Sept.)	50	31,620
20. The American Magazine	71	30,407
21. Cosmopolitan	71	30,247
22. Nation's Business	69	29,681
23. Mayfair (Sept.)	43	27,424
24. Can. Ho. Jour. (Sept.)	39	27,164
25. House Beautiful	36	22,767

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Earle R. M.
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4,010
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3,600
2,629
1,890
1,687
849
Lines
7,134
2,550
2,151
1,732
Lines
210,598
81,082
80,226
71,852
66,596
38,964
30,700
22,058
13,225
12,050
11,713
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61,799
58,123
56,479
55,575
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52,400
46,057
44,577
40,327
36,946
36,872
36,658
34,440
33,831
31,725
31,620
30,407
30,247
29,681
27,424
27,164
22,767

Advertising men are inclined to think of The Parents' Magazine only as a market for goods. They know that it reaches exclusively the mothers of growing children—the "market of greatest buying expectancy."

They are apt to forget that its value as an advertising medium is the result of its intrinsic editorial merit—its sincere and helpful service to its readers, to its country, and to mankind.

Praise such as this from the nation's chief executive is published so that advertising men may appreciate the other side of the story.

THE PARENTS' MAGAZINE

114 East 32nd St.
New York City

Earle R. MacAusland
Advertising Director

THE NEW YORK TIMES,

HOOVER SENDS PRAISE TO PARENTS' MAGAZINE

President One of Many Leaders Who Congratulate Publication on Its Fifth Anniversary.

The Parents' Magazine, which is celebrating its fifth anniversary this month, yesterday made public a letter from President Hoover, a telegram from Miss Grace Abbott, chief of the United States Children's Bureau, and scores of other congratulatory messages from leaders in the field of parent education and child welfare.

In a letter to George J. Hecht, president and publisher of the magazine, President Hoover said:

"Often the best way to help children is to help their parents. The Parents' Magazine does this by making available to parents the rich and significant store of information which child health authorities, educators, psychologists and others are developing on methods of rearing children. The recent White House conference on child health and protection recognized that anything which better fits our fathers and mothers for the paramount profession of parenthood helps to realize the rights and standards of health and protection embodied in the Children's Charter. On the occasion of the fifth anniversary of your useful magazine, I extend to you my cordial congratulations and good wishes."

Others who sent congratulatory messages were Livingston Farrand, Dr. Harry Emerson Fosdick, Dorothy Canfield Fisher, W. F. Bigelow, Dr. S. Josephine Baker, Felix M. Warburg, Gertrude B. Lane, Louise Stanley, Robert E. Simon and James E. West.

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FOUR-YEAR RECORD OF OCTOBER ADVERTISING

	1931 Lines	1930 Lines	1929 Lines	1928 Lines	Total Lines
Town & Country (2 issues).....	55,575	83,170	117,776	86,841	343,362
House & Garden	52,400	74,088	106,662	110,175	343,325
Country Life	36,872	63,029	87,349	75,164	262,414
Arts & Decoration	34,440	58,632	75,558	64,386	233,016
Vanity Fair	33,831	45,283	69,306	65,023	213,443
MacLean's (2 Sept. issues)	40,327	54,733	58,186	57,003	210,219
House Beautiful	22,767	41,313	63,774	63,185	191,039
Nation's Business	29,681	49,957	62,483	43,435	185,556
Cosmopolitan	30,247	39,918	44,146	40,015	154,326
The American Magazine	30,407	35,790	42,336	44,081	152,614
American Home	18,860	40,108	52,659	37,824	149,451
Popular Mechanics	22,344	27,720	38,304	38,976	127,344
Forbes (2 Sept. issues)	*16,986	*26,278	42,203	39,203	124,670
Popular Science Monthly	17,754	23,370	29,714	35,886	106,724
Better Homes & Gardens	20,809	22,549	29,065	25,793	98,216
Harpers Magazine	16,464	20,132	27,720	29,372	93,688
Review of Reviews.....	†12,225	†23,557	†34,455	20,684	90,921
World's Work	†12,003	†22,740	†31,290	22,801	88,834
Extension Magazine	10,159	60,400	7,008	5,984	83,551
Atlantic Monthly	11,916	16,809	24,564	27,402	80,691
Redbook	14,574	16,707	24,821	23,501	79,603
Field & Stream	15,158	20,163	21,736	20,369	77,426
Physical Culture	16,515	15,225	20,964	23,071	75,775
Christian Herald	14,924	†11,603	†29,617	†19,554	75,698
American Boy	10,936	17,197	20,910	19,380	68,421
Motion Picture	13,812	16,680	17,414	16,502	64,408
True Detective Mysteries	9,293	15,979	15,679	22,558	63,509
Boys' Life	15,810	15,810	15,066	14,960	61,646
National Sportsman	11,747	14,622	14,726	15,892	56,987
Forum	†8,724	†15,515	†20,872	9,987	55,098
Scribner's	5,832	11,951	18,067	18,623	54,473
Outdoor Life & Recreation	8,266	12,616	14,413	13,853	49,148
American Mercury	4,305	7,519	12,858	13,207	37,889
Open Road for Boys	6,615	8,652	10,703	8,667	34,637
Sunset	6,685	7,778	9,656	9,810	33,929
Screenland	7,284	9,823	6,017	8,953	32,077
Scientific American	*5,358	6,762	9,351	10,490	31,961
Munsey Combination	3,360	4,592	6,496	6,048	20,496
St. Nicholas	3,629	2,985	1,931	1,502	10,047

Totals 708,894 1,061,755 1,335,825 1,210,160 4,316,634
 *Smaller Page Size. †Larger Page Size. ‡Four Sept. Issues. §Five Sept. Issues.

WOMEN'S MAGAZINES

Vogue (2 issues)	98,242	109,370	160,308	151,154	519,074
Ladies' Home Journal	81,302	87,335	111,445	108,236	388,318
Harper's Bazaar	75,567	95,567	113,033	100,606	384,773
Good Housekeeping	61,799	80,932	94,527	94,479	331,737
Woman's Home Companion.....	56,479	71,484	68,400	72,678	269,041
McCall's	54,376	54,887	59,821	54,657	223,741
Pictorial Review	36,946	46,740	49,010	46,544	179,240
Delineator	36,658	46,557	39,284	48,202	170,701
True Story	31,725	42,864	32,057	33,108	139,754
Photoplay	19,384	23,337	27,233	23,181	93,135
The Parents' Magazine	16,907	19,826	14,176	16,053	66,962
True Romances	11,293	13,809	16,808	22,989	64,899
Household Magazine	*15,010	*14,083	15,677	16,243	61,013
Woman's World	13,669	13,947	14,238	15,675	57,529
Needlecraft	5,888	7,138	9,185	11,730	33,941
American Girl	6,214	7,408	6,769	7,279	27,670

Totals 621,459 735,284 831,971 822,814 3,011,538
 *Smaller Page Size.

WEEKLIES (4 September Issues)

Saturday Evening Post	210,598	280,783	350,551	†369,512	1,211,444
New Yorker	81,082	99,244	113,391	†118,541	412,258
Collier's	80,226	91,379	91,064	†67,898	330,567
American Weekly	71,852	66,385	†80,844	†72,349	291,430
Time	66,596	†86,195	†88,878	37,219	278,888
Literary Digest	30,700	48,638	†67,899	†74,366	221,603
Liberty	*22,058	*39,636	*41,436	†103,144	206,274
Life	11,713	12,552	24,646	19,605	68,516
Outlook	25,626	5,153	7,783	10,668	29,230

Totals 580,451 729,965 866,492 873,302 3,050,210
 *Smaller Page Size. †Five Issues.
 Grand Totals 1,910,804 2,527,004 3,034,288 2,906,276 10,378,372

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Total
Lines
343,362
343,325
262,414
233,016
213,443
210,219
191,039
185,556
154,326
152,614
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127,344
124,670
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4,316,638
Sept. Issues

519,074
388,318
384,771
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269,041
223,741
179,340
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93,135
66,962
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OF VITAL IMPORTANCE
TO AMERICAN INDUSTRY

GOVERNMENT IN BUSINESS

and
the GENERAL WELFARE

By RICHARD T. ELY

Director, Institute for Economic Research
Northwestern University

in the

OCTOBER REVIEW OF REVIEWS

Here is an illuminating, informative article. Timely because of the widespread feeling on the part of leaders of business that not only are they injured, but society is likewise injured, by competition and interference on the part of Government, reaching into private business in many different ways, directly and indirectly. This article by Dr. Ely introduces a series dealing with the relationship between Government and Business in specific fields of enterprise and industry. The October issue will be sent on request.

REVIEW OF REVIEWS

For forty years preëminent in moulding
Public Opinion and interpreting Public Affairs

Edited by
ALBERT SHAW

55 Fifth Avenue, New York City

The Little Schoolmaster's Classroom

HOW can a refrigerator salesman actually demonstrate his product in the prospect's home?

That's a problem that has troubled not only the refrigerator companies but manufacturers of all sorts of bulky products. One answer, of course, has been the illustrated portfolio. It has been a tremendous help. But still, it has been merely a substitute—the product, itself, has not been shown in all its glory.

Frigidaire comes a step nearer with a clever plan that it recently worked out. It is offering to Frigidaire salesmen a demonstration kit which, while it does not hold a refrigerator in the flesh, does the next best thing—it holds some of the actual parts.

For example, there is a section of the cabinet, to show the porcelain that is used. There are samples of the fittings. There is one of the ice-cube trays. Similarly, other parts are exhibited.

A kit of this sort was first used by Frigidaire in the commercial refrigerator field. It was so successful there, that it is now being offered to household salesmen.

* * *

The Consolidated Gas Company of New York developed an interesting idea when, just before the great October 1 trek to new apartments, it offered to Metropolitan cliff dwellers a directory of 65,000 apartments. The directory contained more than 500 illustrations and included range of rentals and number of rooms.

Incidentally, every one of the apartments is equipped with Electrolux gas refrigerators. Does the Class get the point?

* * *

The National Biscuit Company, which has merchandised fruit cake ever since it took over Holmes & Coutts more than forty years ago, has developed for this year's cake a distinctively novel container.

This container is used only for the five-pound tin. It is best de-

scribed as a covered tray. The cover, with a knob at the top, sets firmly in a deep groove just within the circumference of a round platter. The container is suitable for serving any kind of cake or cookies when the fruit cake has been disposed of.

The company has energetically promoted the idea of the fruit cake as a token of remembrance to be sent to friends and relatives. Last year packages were sent from this country to Scotland, Sweden, Italy, Japan, Sumatra and the Philippine Islands.

* * *

The rubber industry is working hard on new uses. Back in 1922, the Rubber Growers' Association offered prizes for new uses and received thousands of suggestions. Out of this general effort came the development of crepe rubber soles for shoes which soon consumed 7,000 tons of rubber.

And now there is a possibility that someone may bring out liquid rubber latex to be sold in small tubes through the five-and-ten cent stores. The idea here is that the public has no knowledge of rubber in its natural form and that if people are given an opportunity to play around with it, new uses will be found and applied.

* * *

The Pullman Company has announced a deep slash in rates for upper berths. The new rate is an experiment that will last for three months and the object of which will be to determine whether lower prices will induce travelers to demand uppers with the same insistence with which they now demand lowers. If the experiment proves successful, the new rate, which applies only to a limited number of destinations, may be made general and permanent.

If the company is correct in its belief that an upper, if anything, is more desirable than a lower, then it would seem that an advertising campaign might be a more

WHAT IS THE VALUE OF HUMAN CONTACT?



THE *cost* of telephoning is as little as it can be made. Its *value* can be infinite. If it is worth your while to save time, to be in touch with people at a distance, to do business quickly, to keep in touch with friends and family—if such things have a value, the telephone holds limitless possibilities for you.

It is the means of extending your personality. Unlike commodities, telephone calls cannot be made wholesale. Each one is a personal service. Each goes when and where you wish. At your request you have five thousand or five million dollars' worth of property at your command, two or three people or perhaps a hundred attending the wires along which your voice travels.

It is the work of the Bell System to do this well and

cheaply. Its hundreds of thousands of trained workers must keep every part of its 4000 million dollars' worth of equipment ready for instant use.

Here is a business run on the smallest margin of profit consistent with service, security and expansion. Its operation and maintenance have the benefit of the continual research of the 5000 members of Bell Laboratories, the general and technical staff work of the American Telephone and Telegraph Company, and the production economies effected by Western Electric.

Every resource of the Bell System is devoted to making your service clear, quick and inexpensive. As new telephones are added, as improvements are made, you get constantly greater satisfaction and value.

★ AMERICAN TELEPHONE AND TELEGRAPH COMPANY ★



economical, and an equally effective way, of filling the uppers. On the other hand, if an upper has certain disadvantages that make a lower more desirable, then advertising would be a pure waste.

* * *

An advertising manager, who is a friend of the Schoolmaster, showed him a telegram the other day, with the remark: "Here is an example of how to do the wrong thing hard."

The telegram was from a publisher's representative in the same town, going into minute detail as to why the advertising manager should use a certain publication.

"What antagonizes me," the advertising manager pointed out, "is that here is a representative who has been calling on me for months, after I explained in a most friendly way why we could not add his publication this year. Instead of retiring gracefully, for the moment, and getting the stage set for another opening later on, he becomes unduly insistent and feels he is gaining his end through thus

belaboring me. Every time he does something of this kind, it makes me definitely prejudiced against him."

The Schoolmaster has often felt that many an order is lost through undue pressure being brought to bear at the wrong time—just as, of course, orders are lost through a let-down of effort. There seems to be a middle path to follow—a path which the salesman who knows his business either senses or properly locates.

* * *

It is not merely with deep interest but with fond expectations that the Schoolmaster notes the formation of a permanent board of style strategy under the auspices of the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc. Retailers as well as manufacturers will be on the board. Also, it is expected to add to the board members of other branches of the women's apparel trades.

The purpose of the board is to announce and delineate fashion trends and thus bring at least a lit-

Need a Stronger Sales Manager?

There happens to be available a man who has been sales manager of a company doing \$300,000,000. Certain circumstances caused a break, and this man is now open to a new connection, not necessarily as large, where he can apply his rich experience in handling sales problems.

He can put an unusual drive and aggressiveness into your sales force. Thorough knowledge of

both manufacturing and retailing. Skilled in advertising, market research and promotion. An organizer and cooperater of the first water. Alert to every opportunity. Willing to travel extensively. An unusual opportunity for a manufacturer who wants new life and energy in his selling plans and salesmanship.

Christian, married. Has had large earning power.

Address "B," Box 100, Printers' Ink

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the order out of a situation that is simply confusion worse confounded. Style changes in the women's apparel field have always been erratic and unpredictable except by those chosen few who possess a mysterious seventh sense. But even these few have been nonplussed the last few years as a consequence of the orgy of radical style changes inspired by the desperate efforts of the trade to stimulate business.

The gamble will never be removed from the fashion field—that is quite impossible. But the staggering losses that are annually chalked up against miscalculated fashion trends can be reduced by frank co-operation between manufacturers and distributors—and that is the promise the new board holds out.

* * *

For fifteen years, the Schoolmaster has looked out of his window on work days to the imposing edifice that has never known the stigma of a shingle hung outside to identify it to the world—B. Altman & Company. For all these years, he has observed the tranquil way in which business has been conducted in that emporium. The absence of crowds, the orderly decorum, the unceasing flow of limousines. He watched the late Col. Friedsam, head of the business, directing affairs in his dignified, unhurried way. And he observed, with quiet satisfaction, the store's soft-spoken advertising, with its total absence of exaggeration and superlatives.

During the growth to maturity of this age of intensive selling, B. Altman & Company proceeded serenely in their own way to build upon their massive foundations. So far as the Schoolmaster was able to determine, the rate of growth was satisfying to all concerned.

Then Col. Friedsam passed away. Perhaps it was merely a coincidence, maybe this staid, conservative house had already been inoculated with the virus of the day. Surrounded, as it was, by sales of 95-cent books at twelve for \$1.00, by furniture sales offering \$750 suites for \$369, by cigarette price

CAN YOU USE—

—a young man who has initiative and who knows advertising—who is a writer able to produce material regularly and consistently up to standard—who has sufficient originality to see new sales stories in a product—who can create enthusiasm and an incentive to sell in salesmen and dealers—who can organize his own routine, think a little, and do what has to be done, without watching?—If you can, I would like to talk with you or send you my references and qualifications.

ADDRESS "V," BOX 247
PRINTERS' INK

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman
CHICAGO
Est. 1873 A. B. C.

FORCED OUT BY MERGER!

This man offers 25 years' experience as metropolitan newspaper executive, Copy Chief, Merchandising Director and New Business Producer for 4A agencies. A valuable man as Advertising or Sales Promotion Director for national advertiser; as Advertising Manager of newspaper or as Agency Executive. Would prefer South but location unimportant. Salary reasonable. A-1 references.

EXECUTIVE

1020 Commercial Trust Bldg.
Philadelphia



At Your Service

Must stick to short words as 30 of them fill this space but 3,000 couldn't say more than this: You get the kind of action you want by writing

Box 90, Printers' Ink

wars and by other price battles that raged in its immediate vicinity, it may be that one could hardly expect anything directed by flesh and blood to withstand forever these assaults upon time-honored traditions.

In any event, it was not long after Col. Friedsam was no longer to be seen from the Schoolmaster's window, that a change became evident in that establishment. It was to be observed in a shift from mild-mannered copy to copy that was somewhat more aggressive. This change has continued, until on a recent Sunday the Schoolmaster was shocked to find a full-page advertisement announcing a rug sale which, according to *Retailing*, a Fairchild publication, indicated that "That conservatism, which has for so many years marked the promotions of B. Altman & Company, was given another push into the background." "Bolder and more aggressive merchandising" is the way that publication characterizes

some of Altman's recent promotions.

And so, with a regret that is not without its tinge of bitterness, the Schoolmaster records another evidence of the passage of old times, old customs.

Has Mausoleum Accounts

Cheltenham Hills Abbey, Inc., Philadelphia, builder of mausoleums, has appointed Small, Kleppner & Seiffer, Inc., New York advertising agency, to direct its advertising account. The Associated Mausoleums Companies, Inc., New York, has also appointed this agency to direct its advertising account.

Rival Account to Hoyt

The Melville Shoe Corporation, New York, has appointed the Charles W. Hoyt Company, Inc., advertising agency of that city, to direct the advertising of its Rival shoe division.

Appoints Frank Kiernan Agency

The Triangle Radio Supply Company, Inc., New York, has placed its advertising account with Frank Kiernan & Company, New York advertising agency.

Radio Station (500 Watts)

For Sale or Lease

The only station in a large eastern city. To the right management, it offers unequalled opportunity for highly profitable development.

Address "Z," Box 248, Printers' Ink
185 Madison Avenue, New York

Timken-Detroit and Silent Automatic Merge

Arrangements have been made for the consolidation of the Silent Automatic Corporation with the Timken-Detroit Company, both manufacturers of oil burner equipment at Detroit. The merged organization will be known as the Timken Silent Automatic Company and will be a subsidiary of the Timken-Detroit Axle Company.

The two companies will continue as separate units during the rest of this year. Shortly after January 1, 1932, the general offices and all manufacturing activities will be combined at the plant of the present Timken-Detroit Company.

Fred Glover will be president of Timken Silent Automatic, with Haldeman Finnie as vice-president and general manager. Both at present are officials of Timken-Detroit. Walter F. Tant, president of Silent Automatic, will have a substantial financial interest in the new company and will assist in planning sales policies.

E. V. Walsh, general sales manager of Timken-Detroit, will be in charge of sales for Timken Silent Automatic.

Catholic Press to Hold Advertising Clinic

James O'Shaughnessy will be the principal speaker at the advertising clinic of the Catholic Press Association to be held at the Knights of Columbus Hotel, New York, on October 16. The opening session will be held at 10 a. m. Representatives of Catholic papers throughout the country will attend and the plans of the Advertising Bureau for the coming year will be discussed.

Made Publisher of Boise "Capital News"

Rod Brink, for five years managing editor of the Los Angeles Record, has succeeded H. A. Lawson, resigned, as publisher of the Boise, Idaho, Capital News, a Scripps-Canfield newspaper.

ROLAND COLE

For nine years a member of the Editorial Staff of Printers' Ink

Sales Promotion • Merchandising Counsel • Advertising Copy • Business Writing • Booklets

370 Lexington Avenue, New York
Telephone: LEXington 2-3090

ARE YOU a one man agency? having the usual troubles?

Or perhaps your present connections are proving uncongenial, co-operation is lacking and new ideas are few and far between.

We are ready to take another man into our happy family. We are in New York—not big—but we're alive—have a good rep. and are fully recognized. We'll give you intelligent co-operation in holding old and developing new business.

All correspondence will be considered in strict confidence. Address "N.Y." Box 249, Printers' Ink.

"That Thousandth of an Inch Between Success and Failure"

Bases on one simple but elemental adjustment.

999 advertising failures did not understand. The thousandth man did . . . and he towers as a consequence.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON

10 High Street Boston, Mass.

YOU MAY NEED

Someone to layout an Advertisement, a Book, a Magazine, or Copy for the Printer

WILLIAM MARTIN JOHNSON

former ART DIRECTOR of the Ladies Home Journal, Butterick Publications, Editor of Harpers Bazaar.

205 East 42nd St., New York

Call the FREELANCERS

—when a temporary copy jam calls for temporary outside help. They are the emergency copy experts, seasoned by many advertising battles. They do the job as you want it done—for magazines, newspapers, trade papers, direct mail. They do it with dispatch. They save you money. Room 1302, 11 W. 42nd St., New York City.

Phone LOngacre 5-6682

Agency Merger Opportunity

Recognized New York Advertising Agency established eleven years doing quarter million dollars annually is desirous of merging with another agency of about equal size. Address "X," Box 246, Printers' Ink.

"GIBBONS knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

A PARTNERSHIP IS OFFERED to a man preferably with sales experience, who would be interested in an original Publishing proposition. 2,000 dollars required. Box 499, Printers' Ink.

REPRESENTATIVES to sell high-grade transfer and transparency signs. Men with good connections preferred. State territory, experience, present occupation. Good proposition. Box 476, P. I.

AGENCY INTEREST—Death of a principal places in the market an interest in fully recognized, well-reputed New York Agency. Splendid opportunity for agency man with \$5,000 to \$10,000 to invest. Box 495, Printers' Ink.

WHAT IS THE STORY BEHIND YOUR BUSINESS? If unique, can offer prestige-creating publicity in magazines and newspapers. Interview available for use now or later. No charge until after publication. Box 485, P. I.

TYPOGRAPHIC SALESMAN interested in making a change for good typography, service and cooperation, is assured unusual opportunities by a plant ideally located in New York City. Strictly confidential. Box 491, Printers' Ink.

SPACE WANTED

Real opportunity for agency to have high-type, versatile, creative, finished artist on premises with no overhead. Box 484, Printers' Ink.

CLEVELAND REPRESENTATIVE, seven years in territory representing select list of trade publications covering Ohio, Michigan and western Pennsylvania. Desire additional established publication. Preferably commission basis. Box 481, Printers' Ink.

EMPLOYMENT SERVICES

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

HELP WANTED

Desire Young Man with mechanical experience who has been trained in writing advertising and creating layout for industrial products for the industries. State salary and experience. Box 479, P. I.

ADVERTISING ART SALESMAN

A WELL NAMED NEW YORK ART SERVICE—with a reputation for high class work and original ideas is open for a salesman of experience on a liberal commission basis. Address in confidence. Box 496, Printers' Ink.

ADVERTISING ASSISTANT

Leading New York manufacturer has opening for young man (under 30) to assist busy advertising executive. Must know fundamentals of advertising procedure and have knowledge of mechanical details, printing methods and production of direct-mail material. A splendid opportunity with an organization that is steadily moving forward.

Write in complete detail, giving age, education, previous experience and salary desired. Box 487, Printers' Ink.

MISCELLANEOUS

ATTRACTIVE SPACE IN ADVERTISING AGENCY

for rent to artist, writer, or anybody in associated lines, 19th floor. Fine light. Stenographic and phone service. Phone Murray Hill 2-4563.

POSITIONS WANTED

Man with Eight Years' Experience as production and purchasing manager of lithographed window and store displays. Knowledge of printing and photo-engraving. Box 473, Printers' Ink.

YOUNG MAN—25, university trained. Capable advertising assistant for agency or department. Typist and Correspondent. Sales Promotion experience. Salary \$30. Now employed. Box 488, P. I.

ARTIST of unusual versatility, fine figure, general advertising illustration and layout, desires position with New York agency or service. Has had experience as art director. Box 492, Printers' Ink.

Adv. Writer

12 years Copy Chief N. Y. agencies. Full or part time. Box 489, Printers' Ink.

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WOMAN, 26, COLLEGE GRADUATE, wishes opportunity with advertising organization. Experience: Research—Marketing and Canvassing—and sales writing. Box 498, Printers' Ink.

RESULTFUL Direct Mail Creator

Now with National printer. Broad, seasoned experience in New York and Chicago. Copy, layout, ideas, and selling, too. Age 30. Salary nominal, for results will increase compensation. Box 490, P. I.

Layout, finished art of the better class; lettering, design. 10 years' engraving house, publication and agency. Producer, business sense. Desire position in East or Midwest. Samples on request. Box 483, P. I.

WRITER, EXPERIENCED, ADVERTISING, AVIATION, MERCHANDISING, REVIEWS, RADIO TALKS. Part time or any suitable basis. Inquiries invited. Box 486, P. I.

Publishing Executive—20 years' advertising and editorial experience, seeks permanent connection with magazine, publishing house or advertising agency; small investment considered. Box 471, P. I.

CREATIVE ARTIST

Versatile, Layouts and Figure Illustrations. Desires position with Studio, Agency or Manufacturer. Moderate salary. Locate anywhere. Box 497, P. I.

INDUSTRIAL advertising writer, 10 years with N. Y. agency and large mfr. Experienced account manager, advertising manager, copy writer, age 35, technical graduate. Can you use this practical man? Box 474, Printers' Ink.

ARTIST—versatile—desires position, assistant to advertising manager. Fifteen years' experience agency, retail; forceful, distinctive layouts. Formerly five years with largest chain-store organization in East. KOPMAN, 71—7th Ave., New York.

MANAGING EDITOR

Publisher has just released editorial director, circulation promoter, after three years' successful experience monthly educational magazine. Applicant has newspaper and industrial background. Box 493, P. I.

WORK where 3 years' photographic training with dramatic illustrations, knowledge of fashion and merchandise styling, research and salesmanship will be appreciated, with photographer or art director or as fashion editor. Young woman, American, college, can write. Box 480, P. I.

ADVERTISING SPACE SALESMAN with twelve years' record successful selling wants position with representative in New York City—trade paper, magazine or newspaper. Or will act as eastern representative for publication. Age 35. Married. Box 477, Printers' Ink.

ADVERTISING SALESMAN, high-class, with the mature experience of solicitor, advertising department manager, New York City branch office manager on leading consumer and trade publications, open to consider permanent engagement with publisher needing capable, reliable man; salary or commission; best credentials; strict confidence. Box 475, P. I.

ADVERTISING SALESMAN—HIGH-GRADE, 20 YEARS' EXPERIENCE, SEEKS CONNECTION WITH RESPONSIBLE PUBLISHER, SALARY AND COMMISSION. Box 472, P. I.

CREATIVE ARTIST—DIRECTOR

Producing ideas and visuals in all phases of advertising and finished art of high quality. Directing the purchase and production of art, engraving, printing, etc. Free-lance or part-time basis. Box 494, P. I.

SPEAKS THE LANGUAGE!

University graduate, 28, Christian, excellent appearance. Personality, poise, tact, executive ability. Managing editor, writer. Bank contact, advertising experience. Seeks New York connection, agency or otherwise. Box 478, P. I.

Circulation Executive

Thoroughly seasoned, resourceful and forceful with outstanding record with General Magazines Trade and Agricultural Papers. Intimate knowledge A.B.C. and P. O. requirements. Ability to plan and execute subscription campaigns by mail and through salesmen along strictly modern lines. Highest-class references. Married. Gentle. Prefer Middle West, but will go anywhere. Box 482, P. I.

It Pays to Advertise—

Even for a Job

"You might be interested to know that a few weeks ago, I found it necessary to secure a new position. I mailed several hundred letters, advertised in several publications, and contacted executive employment agencies. It happened that as a result of an ad in **PRINTERS' INK**, one insertion, I secured a position as sales promotion manager of one of the largest companies in the country at a salary greater than I had ever received before. The advertisement came to the attention of the right man at the right time."

PRINTERS' INK

185 Madison Avenue, New York City

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